

The 5 Cs

OF SOCIAL MEDIA STRATEGY DEVELOPMENT



COORDINATES

- Are your social media goals synced?
 - Are they aligned?
 - Are they mutually reinforcing?
 - Are they connected?
 - Do they collectively cultivate synergy?



CHANNELS

- What social media platforms should you *actively* manage?
- What social media platforms should you *passively* manage?



CONTENT

- What types of content should you post?
- What's the right mix of images and words?
- What's the optimal time to post?



CONNECTIONS

- How should your social media platforms be linked to one another?
- How should the platforms be linked to departments in the organization?
- How well do your networks outside the organization reach the right target audiences?



CORRECTIONS

- How will you correct missteps?
- How will you assess effectiveness?

