

THINGS SOCIAL MEDIA STRATEGY

5

IS NOT

SUPERIOR STRATEGISTS MAKE BIG-PICTURE CHOICES, COORDINATE THESE CHOICES INTO A COHERENT COURSE OF ACTION BASED ON AN ASSESSMENT OF THE EVER-CHANGING COMPETITIVE LANDSCAPE AND SUGGESTS OTHER MORE SPECIFIC ACTIONS

A PLAN

1

Strategy is not a plan, although plans certainly emerge from it.

A SINGLE
IDEA

2

Strategy is not a single idea, although it often arises from a simple basic notion.

STATIONARY

3

Strategy is not stationary, although it does provide a degree of stability.

ABSTRACT

4

Strategy is not abstract, although it may initially appear to be.

A CLEVER
SLOGAN

5

Strategy is not a clever slogan although a catchy phrase might describe it.