

# The first step in social media strategy development

Conducting the first step of strategy development: research.

Firstly,

- Clarify your goals for social media content and engagement

Then,

- Ask the following questions:
  - When and why did you start your business?
  - What are your products and services?
  - What are your business goals?
  - What is your greatest challenge in achieving those goals?
  - What are the best and worst things about your industry?
  - Who are your customers? Who would you like them to be?
  - Who are your direct competitors?
  - What are your current social media activities?
  - What has been successful and unsuccessful for you on social media
  - What do you want social media to do for your business?

Lastly, gather as much information as you can on:

- Your businesses history,
- Products and services,
- The industry in which you function,
- Your competitors,
- Your previous campaigns (if any),
- Your customers,
- Any current social media activities and performance,
- How other organisations address the same types of challenges as you, plus
- Any other information that you feel will assist you in creating a clear picture of your business, and your key messages, which you want to relay to your target audience.



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Information source:

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