

1

Setting the scene.

**Why social media is *still* such
a big deal for brands.**

	PROACTIVE	REACTIVE
PLANNED		
UNPLANNED		

	PROACTIVE	REACTIVE
PLANNED	Calendar content “Special days” Anything that can and should be anticipated	
UNPLANNED	Consumer engagement Memes and trends Events and moments	

	PROACTIVE	REACTIVE
PLANNED	<p>Calendar content “Special days” Anything that can and should be anticipated</p>	<p>1st line customer service Complaints or queries you can anticipate</p>
UNPLANNED	<p>Consumer engagement Memes and trends Events and moments</p>	<p>2nd line customer service “Crisis”-level complaints Brand- or business-critical issues</p>

	PROACTIVE	REACTIVE
PLANNED	Calendar content “Special days” Anything that can and should be anticipated	1st line customer service Complaints or queries you can anticipate
UNPLANNED	Consumer engagement Memes and trends Events and moments	2 nd line customer service “Crisis”-level complaints Brand- or business-critical issues

2

Preventing a crisis:

How to create social media content that *doesn't* suck.

	PROACTIVE	REACTIVE
PLANNED	Calendar content “Special days” Anything that can and should be anticipated	1st line customer service Complaints or queries you can anticipate
UNPLANNED	Consumer engagement Memes and trends Events and moments	2 nd line customer service “Crisis”-level complaints Brand- or business-critical issues

Who are we?

Why are we doing this?

What will we say?

When will we say it?



a.

Define your IDENTITY

(Who are we?)

a.

What is a brand exactly?



b.

Define your OBJECTIVES

(Why are we doing this?)

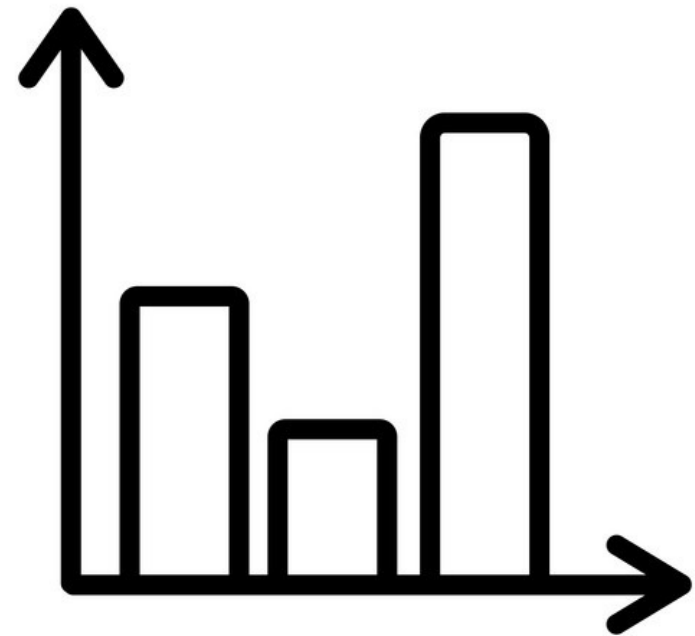
b.

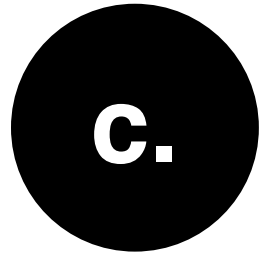
Reach.

Engagement.

Sentiment.

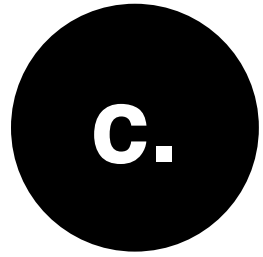
Conversion.





Refine your CONTENT

(What will we say?)



Pillars.

Personas.

Platforms.

	PERSONA 1	PERSONA 2
Pillar 1		
Pillar 2		

d.

Schedule PUBLISHING

(When will we say it?)

3

Reacting to a crisis:

**How to respond *appropriately*
to social media complaints.**

a.

**Why do people complain on
social media?**

b.

Not all complaints are equal.

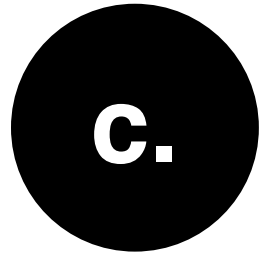
b.

Not all complaints are equal.

> Is it true?

> Is the source credible?

> How fast is it spreading?



Your response should be calibrated to the commercial impact of the complaint.



Thank you!

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