

Content Development

Although each social media platform will feature specific types of content, the following tactics will maximize the generation of quality content that can be repurposed multiple times, saving time and money and creating the greatest possible impact:

- **Developing Content:** A thorough analysis of the content needs for each social media platform will be conducted, identifying the specific needs for each community, finding the gaps in content, and filling them with content that satisfies consumer needs. A careful inventory of existing content within an organization will be undertaken to find material that can be repurposed for use on social media platforms.
- **Managing Content:** Social media content will be carefully edited before posting and consumer contributions will be moderated to ensure the brand community conversation stays on topic.
- **Cross-utilizing Content:** To leverage existing content, it will be adapted to each type of platform for proper cross-utilization. Care will be taken not to overutilize this procedure because it may trigger unwanted attention from search engines.
- **Breaking Apart Content:** Breaking content into smaller chunks and reformatting it will stretch the utilization of the material, allowing it to appear in various forms on multiple platforms, such as article directories, blogs, microblogs, podcasts, webinars, discussion boards, and so on.

Figure 15.19 Content Creation Tactics for XYZ Coffee Company

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ASSIGNING ROLES

In order to execute platform-specific tactics and generate content, specific roles and responsibilities must be assigned based on expertise and availability of staff. Some traditional approaches to making these assignments include giving the job to the marketing, public relations, or advertising department or entirely outsourcing the undertaking to an agency. Unfortunately, these approaches have not met with a great deal of success because existing department personnel typically lack the skill and expertise to engage effectively in social media marketing and outside agencies lack the intimate knowledge of a company's products, customer support, and culture.⁴¹

The most successful social media marketing efforts result from having nontraditional roles lead the conversation. For example, Home Depot has its associates respond to questions on Twitter, Ford has its mechanics tweet about their automobiles, and Starbucks has its baristas lead the conversation.⁴²

In short, roles for executing the social media marketing plan should be assigned to those with the knowledge, expertise, and training to effectively engage with consumers on the social web. These individuals can be employees with the proper social media training or social media marketing specialists and community managers hired by the company and then thoroughly trained in the use of its products and services, as well as indoctrinated with the organization's culture and values, as depicted in Figure 15.20.

Assignments

In order to execute platform-specific tactics and generate content, specific roles and responsibilities will be assigned based on expertise and availability of staff. Assignments for executing the social media marketing plan will be carried out by those with the knowledge, experience, and training to effectively engage with consumers on the social web. The following personnel will be involved in the implementation of the social media plan:

- VP of marketing, Lisa Shea
- Director of communications, Mark Irick
- Social media marketing manager, Susan Monroe
- Hire the following positions:
 1. A community manager
 2. Multimedia video specialist
 3. A professional writer
 4. Two social media marketing specialists

Figure 15.20 Role Assignments for XYZ Coffee Company

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