

STRATEGIZE YOUR SOCIAL MEDIA

6 Steps to Success

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- What is a social media strategy?
- Why you need a social media strategy
 - *The difference between using social media for personal use versus using it for fitness marketing*

6 STEPS to a Social Media Strategy

STEP 1 → KNOW YOUR GOALS, KNOW YOUR BRAND

- What are your business goals for being on social media?
- Marketing on social media as you and/or your brand/business?
- What is your brand? What is your brand communication? How that affects the social platforms you use (i.e., Facebook, Twitter, Instagram, Pinterest, etc.)
- Determining your brand: Questions to ask
- Who is your target audience? What's a *qualified follower*?

Strategize!

- ~ What are your 3 TOP business goals for being on social media?
- ~ When it comes to health/fitness messaging, what are your brand's values?

STEP 2 → CONDUCT A SOCIAL MEDIA AUDIT

- *Social listening*: what is it, why it's important
- What an audit can tell you
- How to audit your accounts
- The value of auditing others' accounts (competitors, other brands, etc.)

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- ~ What do you suspect is your best performing social platform based on your goals? Why?
- ~ What 2-3 competitor/brand accounts will you audit next week?

STEP 3 → CREATE AND CURATE CONTENT

- What's the difference between creating and curating content? How to know which one you should do more of.
- Under-used tricks for boosting the effectiveness of your posts
- Do you need a #hashtag strategy?
- Every post won't be a homerun—why it's OK to experiment

Strategize!

- ~ Based on your goals, will you create more content, curate more content, or stay the same?
- ~ What 3-5 hashtags will you research next week?

STEP 4 → PREPARE AN EDITORIAL CALENDAR, PRE-SCHEDULE POSTS

- What is an editorial calendar? Why it helps you strategize
- Short-term editorial calendar versus long-term editorial calendar
- Why campaigns, sales, contests, etc., need to be part of your plan
- How to create a good editorial calendar *for you*
- Pre-scheduling posts per major platform: DO'S AND DON'TS

Strategize!

- ~ What kind of campaign(s) could you run in the next 3-6 months?
- ~ Considering your weekly schedule, when is the best time for you to sit down and pre-schedule content?

STEP 5 → ANALYZE PROGRESS AND TRACK BENCHMARKS

- Social ROI and KPI
- Where to find free social media stats for your accounts
- What to look for in the analytics (e.g., reach, followers, interactions, etc.)
- What's working, what's not? Revisit your goals
- When analytics matter and when they don't

Strategize!

- ~ What are 2-3 of your most important Key Performance Indicators (KPI)?

STEP 6 → RINSE AND REPEAT

- See steps 1 through 5
- Learn from mistakes; celebrate wins ~ how often to rinse and repeat?
- Staying ahead of the curve: How to manage the constant updates and changes on social media

BONUS → Take-Home Template For Your Own Social Media Strategy**Amanda Vogel, MA human kinetics**

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