

## SOCIAL RELATIONSHIP MANAGEMENT CHECKLIST: WHAT IS YOUR PLATFORM HELPING YOU ACCOMPLISH?

Any worthwhile social media strategy – as you might've already discovered – is just like a colossal, wild beast who only seems to grow bigger each day. Luckily, we happen to be in the business of taming said beast. (Cue dramatically heroic song.)

First and foremost, we always suggest that teams leverage a great social CRM. Having a central social platform enables your entire team to become involved and engaged. It can do absolute WONDERS for your brand image as well as your grip on the giant task of tackling a social strategy. So as you hunt for the best social relationship management platform that'll work for your team, here's a handy checklist on what a great platform can and should help you accomplish...

### PLAN and COORDINATE

- Assign content creation and tasks to individuals, groups or departments
- Notify users of assigned tasks and maintain individualized to-do lists to boost productivity
- Customize workflows and automate frequently used actions
- Schedule and create posts for publication across applicable accounts, channels and brand voices
- Consolidate the team's activity into a central calendar for tracking and effectual management

### ENGAGE on BEHALF OF THE BRAND

- Develop a unified brand voice in order to remain consistent across your organization
- Publish content across multiple social networks using several user accounts
- Use a content library to distribute approved content or assets to teams and users
- Provide quick and easy access to standardized responses for frequently asked questions
- Import all social network updates automatically for complete and measurable social activity aggregation
- Target specific audiences on Twitter, Facebook, LinkedIn and Google+ based on attributes like location, age, job function, etc.

### LISTEN and MEASURE

- Identify influencers within your social network
- Leverage threaded views to grasp the full context around interactions
- Aggregate and measure online engagement across all social media accounts
- Set and measure progress towards goals and KPIs to understand campaign successes and challenges
- Report at the departmental, regional and brand level
- Attribute dollar amounts to types of engagement to understand the full value of social

DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with your local WSI Consultant at [contact@wsivorld.com](mailto:contact@wsivorld.com).

