SOLO SOCIAL: SUCCESS AS A ONE-PERSON SOCIAL MEDIA TEAM

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- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Google
- Dean’s Twitter and Wilson’s Twitter
STEP ONE
YOUR ROLE

◦ The nitty gritty recipe: responsibilities, expectations, and duties are clear
  ◦ Time commitment
  ◦ Number of accounts
  ◦ Priority of accounts
  ◦ Post frequency
  ◦ Content strategy
  ◦ Social strategy
STEP TWO
TIME MANAGEMENT

◦ 30%: how you’re going to crush your to-do list with limited time
  ◦ Prioritize + schedule
    ◦ Strategy
    ◦ Research
    ◦ Plan
  ◦ Engage
  ◦ Analyze
  ◦ Report
  ◦ Other: update, present
STEP THREE
SOCIAL STRATEGY

- 30%: who you are, what you do, and why you matter
  - Goals
  - Guiding questions
  - Brand guidelines
  - Audience
  - Tone
  - Campaigns
  - Governance
  - Challenges
  - Competitors
  - Resources
STEP FOUR
LEARN

- 10%: see and do
- Get on social
  - Observe
  - Analyze
  - Absorb
  - Adjust
  - Mimic
STEP FIVE
AUDIENCE

- 20%
- Identify
- Observe
- Engage
- Get to know
- Reward
- Partner
- Maintain
- Expand
STEP SIX
RESOURCES

- 10% (bye bye donut): determine → use and take advantage of
  - Your knowledge
  - Communications team
  - Colleagues
  - Research
  - Sprinklr/platform-provided insights
  - Social @ MSU
  - Adobe Creative Cloud
  - Audience
STEP SEVEN
DONUTS

◦ AKA eat the donut
◦ But wait, I’m full! I don’t like donuts!
  ◦ Digest
  ◦ Focus on what you know
  ◦ Adjust if needed
  ◦ Prioritize
◦ Enjoy yourself
◦ Share your donuts
◦ Reward yourself for a job well-done—by eating a donut
AND REMEMBER

- **FACEBOOK**: Life update! I like donuts so much; I’m moving to Boston to manage a new Dunkin’
- **INSTAGRAM**: Here is a photo/story of these pretty donuts #bloggerswhoeatdonuts
- **TWITTER**: Cat in Michigan eats two-dozen donuts! #NationalDonutDay
- **YOUTUBE**: Cooking With Carol, Let’s Do Donuts!
- **LINKEDIN**: Dunkin Donuts takes over East coast. Review of acquisitions and business impacts
- **PINTEREST**: Learn how to make gluten free donuts at home
- **SNAPCHAT**: Look, I’m eating a donut
- **MESSENGER**: OMG did you see this holiday donut recipe?! Copying the link for you right now
THANK YOU!

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