

9 Stage Social Media Framework for Sustainable Performance

How to Use this Plan

- **Social media is an engagement tool.** This plan helps you to build your skill to engage and connect on social media without broadcasting first.
- **Think about social media like a cocktail party.** Would you enter a cocktail party and just broadcast and talk? No I didn't think so, so why do that on social media. You would most probably mingle, listen and engage in conversations, allowing you to get to know other people and from those conversations you will start to build your contacts and your credibility.
- **The first 3 stages focus is about your audience.** Ignite your audience by knowing your audience, listening to them and acknowledging them for their expertise. This is also the time to join in conversations. Be patient and spend time getting to understand how the market works
- **Stages 3-6 is all about making those connection count.** Starting conversations and creating content. This is the start of owning your own space in the market. Be authentic be how you be offline
- **Stages 6-9 is where the real fun starts.** Time to publish, re-purpose and amplify what you are about

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Part 1 Ignite Part 2 Engage	Stage 1 -Ignite	Stage 2-Ignite	Stage 3-Ignite	Stage 4-Engage	Stage5-Engage	Stage6-Engage
	Audience	Listening	Acknowledgement	Connections	Conversation	Content
Objective	<ul style="list-style-type: none"> Identify Audience; Join groups on LK & FB Twitter lists 	<ul style="list-style-type: none"> Observe & Listen to your audience consistently 	<ul style="list-style-type: none"> Identifying good content from peers & customers Acknowledge them 	<ul style="list-style-type: none"> Make connections with High Klouters Connect people 	<ul style="list-style-type: none"> Start to converse 121 on twitter Seek relevant conversation Create conversations 	<ul style="list-style-type: none"> Start to create own content Blogs, Posts, Presentations, How to guides etc.
Actions	<ul style="list-style-type: none"> Create Twitter Lists Follow Hashtags 	<ul style="list-style-type: none"> See what your audience is saying RT, reply & comment 	<ul style="list-style-type: none"> Identifying good sources of content Acknowledge expertise Collaborate with peers 	<ul style="list-style-type: none"> Connect people every day Follow & acknowledge Suggest experts to marketplace 	<ul style="list-style-type: none"> Start New conversations with new people, potential customers Join conversations Engage on twitter chats 	<ul style="list-style-type: none"> To produce weekly, blogs & posts Create one positional item – white papers, how to guides
KPIs	<ul style="list-style-type: none"> 30% Increase followers Join & Create twitter lists 	<ul style="list-style-type: none"> Further 30% increase in followers Being part of twitter lists Create Expert Lists 	<ul style="list-style-type: none"> 30% increase in followers Quote good content, increase RTs 50% increase in group comments 	<ul style="list-style-type: none"> 30% increase in followers Klout score at least 50 30% increase online conversations 	<ul style="list-style-type: none"> 20% increase in new conversations 30% increase in joining existing conversations 	<ul style="list-style-type: none"> 4 Blogs posts One Positional piece

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Phase3 Influence	Stage 7 Publish	Stage 8 Re-Purpose	Stage 9 Amplify
Objective	<i>Publish original content</i>	<i>Re-purpose existing and curated content</i>	<i>Amplify the message to multiple platforms</i>
Actions	<p><i>Publish 3 of</i></p> <ul style="list-style-type: none"> • <i>Blogs</i> • <i>Videos</i> • <i>Podcasts</i> • <i>How to guides</i> • <i>White Papers</i> • <i>eCourses</i> • <i>Articles</i> • <i>Slideshare</i> 	<ul style="list-style-type: none"> • <i>Turn existing content into different formats</i> • <i>Engage different motivations and communication styles</i> • <i>Feature other experts within your industry</i> • <i>Cross –populate expert content</i> 	<ul style="list-style-type: none"> • <i>Start to use multiple platforms to amplify content</i> • <i>Use different tool strategically to target different customer groups</i> • <i>Take conversations offline to deepen relationships</i>
KPIs	<ul style="list-style-type: none"> • <i>8 original posts</i> • <i>2 expert positional posts</i> 	<ul style="list-style-type: none"> • <i>6 re-purposed content</i> • <i>3 expert featured posts</i> 	<ul style="list-style-type: none"> • <i>Use 3 different tools to publish content</i> • <i>6 offline meetings with customers</i>

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