



Social media playbook.

A summary of our social media playbook product.

Our playbook provides a comprehensive framework for businesses to organise their use of social media effectively and efficiently



A social media playbook is:

- ✓ Reassurance that you are covering all key aspects of social media
- ✓ Clarity that you are following good practice
- ✓ A document everyone in your business understands and can put into practice

Without this, businesses are:

- ✗ At risk of over stretching themselves with activity that does not support objectives
- ✗ In danger of creating inconsistent content which fails to make an impact
- ✗ More likely to waste time and resources by investing them in the wrong places

How the process works...



1. First, we conduct interviews, questionnaires and desk research to learn about your priorities, your customers and your current use of social media
2. Next, we perfectly tailor our playbook approach to the needs of your business, using workshop-style sessions to develop it with you
3. Having delivered your playbook, we are on hand to help you evaluate your ongoing use of social media, typically through quarterly review sessions



 **Social Media Playbook | Inputs**

Section	Elements
 1. Strategic overview	<ul style="list-style-type: none">a. Business objectives and prioritiesb. Audience needsc. Social media activity-to-objectives mappingd. Competitors
 2. Role of social media	
 3. Content development	
 4. Content amplification	
 5. Community management	
 6. Measurement & Reporting	

 **1. Strategic overview**

Element	Inputs
1a. Business objectives and priorities	<ul style="list-style-type: none">• What are the business' key objectives for the next 12 months?• What are the marketing priorities for the next 12 months?• What other marketing activity and campaigns are currently running?• What does overall success look like for the business?• What are the key performance indicators you use to measure success?



Our playbook solution delivers...



A tried and tested framework, tailored to the individual needs of your business



A combination of strategic guiding principles and pragmatic tips for delivering work



A resource which your team have fed into and feel genuine ownership of



Templates and checklists to increase consistency and efficiency of outputs



Ongoing consulting support to help implement recommendations

Role of social media accounts

Account	Primary audience	Role of organic social	Role of paid social
	• Audience name	• Key role(s)	• Key role(s)
	• Audience name	• Key role(s)	• Key role(s)

Performance measurement

Marketing objective	KPIs	Social media metrics	Other
• Broaden awareness	• Increased recall amongst target audiences	• Impressions, Reach, CPM • Video views, Cost per view • Engagement	• Survival

Content schedule



Sample playbook materials

Who are slp consulting?

We draw on more than 15 year's experience delivering impactful social business consulting services to FTSE 250 organisations across a variety of industries including retail, finance, telecommunications, fashion, publishing and B2B professional services.

Bringing an external point of view, we offer an objective perspective on the current situation and challenge existing behaviours, as appropriate.

By combining a tried and tested framework with a flexible approach we deliver tangible recommendations tailored to the needs of your business.

Get in touch

To start a conversation about a social media playbook, please contact:



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"We have really enjoyed the whole process - a great company to work closely with!"

**Rod Moreno Masey, Founder
Moreno Masey**

"Simon really helped us make sense of the initially confusing array of platforms, and made sure we selected the right partner. Highly recommended."

**Jem Fawcus, Group CEO
Firefish**

