



SOCIAL
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The background of the lower half of the image is a photograph of hands typing on a laptop keyboard. Overlaid on this image are several semi-transparent circular icons: blue circles with white thumbs-up (like) icons and red circles with white heart icons, symbolizing social media engagement.

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THE SOCIAL MEDIA SCORECARD

INTRODUCTION

Do you want your social media campaign to do more than simply create a presence online but to actually drive business success? Whether you're setting up a new social media campaign or looking to grow it, use this Scorecard to quickly determine exactly what's working and why.

Follow these 4 steps so you're not blindly throwing social media darts at the wall and can create social posts that will effectively drive business growth.

The 4 steps we will cover are:

- Establishing your cadence
- Establishing your KPIs
- Establishing your quality metrics
- Analyzing your results

Once you have completed your Scorecards, you should have an idea as to where across your social media pages you are succeeding, and where you could use some extra work. Continue to score your progress and adjust your goals as you see fit in order to ensure you're constantly pushing yourself to grow your social presence.

Let's break down the Scorecards step-by-step.

SETTING UP YOUR SCORECARD

STEP 1:

ESTABLISHING YOUR CADENCE

The first step in creating your social media scorecard is to establish how much of each type of content you post (or want to post) per week. If you have an established social media calendar, add up your individual items to generate your values. If you don't have a social media calendar, then it's time to make one!

STEP 2:

ESTABLISHING YOUR KPI'S

Once you've established how many of each type of post you're going to be publishing each week, now it's time to establish what your KPIs (key performance indicators) will be. These KPIs will vary by type of business, but we've included the KPIs that will be most important for most businesses. To determine your goals, you'll need to dive into some historical data. Because social media metrics are always varying, we recommend that you look at the past month's data to determine your goals. Averaging out your weekly results will give you a good indication of where you should be shooting for.

STEP 1:

CHOOSE YOUR GOALS



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CHOOSE YOUR GOALS

There are 15 business goals you may be attempting to achieve with your social media marketing.

Each goal is met by employing 1 of the 4 categories of social media marketing tactics: Social Listening, Social Influencing, Social Networking or Social Selling.

Place a check mark next to the goals you would like to achieve with social media marketing:

Social Listening Goals

- Manage reputation
- Increase retention (keep the customers you already have)
- Reduce refunds Identify product gaps (identify the product/service changes your customers/prospects want)
- Identify content gaps (identify the content your customers/ prospects want or need)

Social Influencing Goals

- Increase engagement (increase the # of people that know, like and trust you)
- Increase website traffic
- Increase offer awareness (increase the # of people that know what you offer)
- Social Networking Goals

Social Selling Goals

- “Earn” media mentions (get interviews, links from bloggers, invited to speak at events, etc.)
- Develop strategic partnerships (develop mutually beneficial partnerships with influencers)

STEP 1:

CHOOSE YOUR GOALS

Social Selling Goals

- Generate leads/grow email list
- Initial customer acquisition (generate new customers)
- Cross-sell/upsell (sell more to the customers you have)
- Increase buyer frequency (sell more often to the customers you have)

Now, take a look at the goals you would like to achieve and the social media tactics you'll need to meet them.

For example...

- If you want to **generate leads**, you'll need to **employ Social Selling tactics**.
- If you want to **manage your reputation**, you'll need to **employ Social Listening tactics**.
- If you want to **increase website traffic**, you'll need to **employ Social Influencing tactics**.

Make sense?

Now, let's audit your current social media marketing activity to determine the tactics you are currently using.

STEP 2:

PERFORM THE 10-MINUTE SOCIAL MEDIA AUDIT



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STEP 2: PERFORM THE 10-MINUTE

SOCIAL MEDIA AUDIT

Before we begin the 10-Minute Social Media Audit, let's further define each category (Social Listening, Social Influencing, Social Networking, Social Selling) of social media tactics with some examples. These examples will make it easier for you to categorize your current social media activity during the audit.

Social Listening Examples

Social Listening is about monitoring the social web (blogs, social media sites, forums, etc.) and responding to customer service and reputation management issues.

In other words, it's about listening to and becoming part of the conversations (both positive and negative) surrounding the brands, topics, competitors, influencers, and people connected to your company and industry.

When you listen to the social web, you'll achieve business goals like **reputation management, increasing retention, and identifying issues with your products and services.**



STEP 2: PERFORM THE 10-MINUTE

SOCIAL MEDIA AUDIT

You'll "hear" and respond to negative feedback, but you'll also amplify and take note of the positive feedback from customers and prospects.



Social Influencing Examples

Social Influencing tactics are designed to increase the amount of people who know, like and trust you and your brands. On the social web, this is best done through the distribution of content that entertains, educates, or inspires your customers and prospects.

When properly executed, Social Influencing will **increase website traffic and engagement with customers and prospects.**

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SOCIAL MEDIA AUDIT



Social Influencing will also raise awareness for the products and services you offer.

"Hey honey, did you know Lowe's has an entire garden section?"



STEP 2: PERFORM THE 10-MINUTE

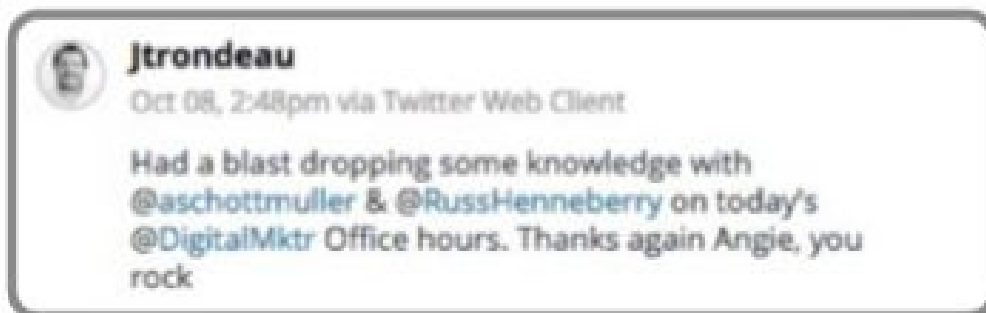
SOCIAL MEDIA AUDIT

Social Networking Examples

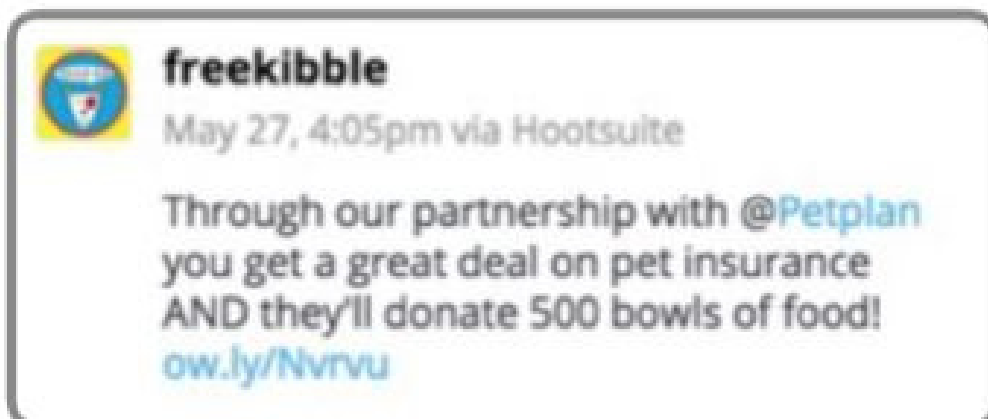
Social Networking is about associating with influential brands and individuals on the social web.

When properly executed, Social Networking will earn media mentions such as reviews and links from bloggers, interviews, and invitations to speak at events.

Networking is a two-way street. It starts with you giving media mentions to those you would like to associate with. Do that, and you'll find these influencers will reciprocate.



You'll also find that participating in Social Networking will lead to mutually beneficial partnerships with others.



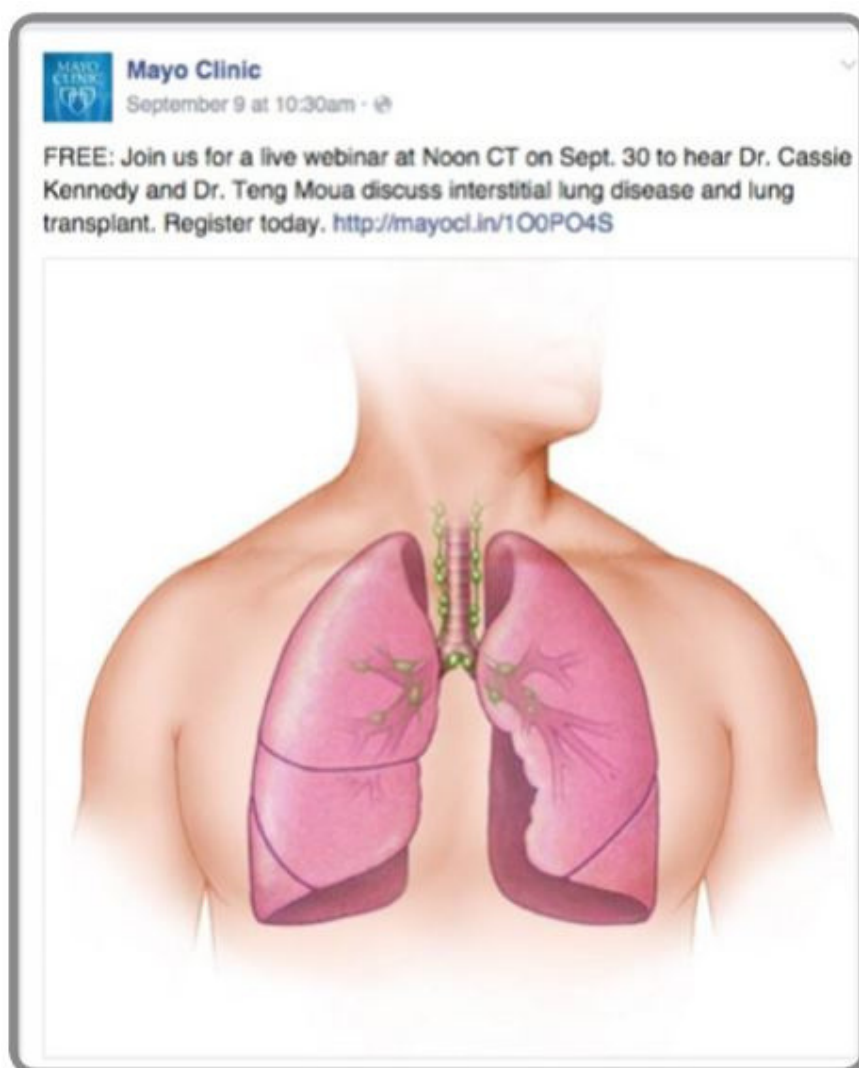
STEP 2: PERFORM THE 10-MINUTE

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Social Selling Examples

Social Selling is about **generating leads and sales from the social web**. Keep in mind, without Social Listening, Social Influencing, and Social Networking, your Social Selling tactics will fail.

That said, mixing in status updates that **generate leads** by requiring a prospect to enter their contact information to receive valuable content is a smart (and accepted) use of social media



STEP 2: PERFORM THE 10-MINUTE

SOCIAL MEDIA AUDIT

Deeply discounted product and service offers, when used sparingly, are an effective way to generate new customers and sell more to the customers you already have.



OK, enough examples. You're ready to audit your social media channels.

Follow these instructions:

Visit a social media channel where your company is currently active, like your Facebook page. If you don't have an active channel, audit a competitor's channel.

STEP 2: PERFORM THE 10-MINUTE

SOCIAL MEDIA AUDIT

In the 10-Minute Social Media Audit worksheet, you'll record the following for at least the last 10 social media updates:

- **The date of the update**
- **A quick description of the update**
- **The type of update** (is it Social Listening, Social Influencing, Social Networking, or Social Selling?)

At the bottom of the audit, you'll calculate the percentage of updates that fall in each category. For example, if 4 of the last 10 updates on your Twitter account are distributing your blog content, your current activity on that channel is 40% Social Influencing.

Repeat the process for each of your active channels.

Now, all that's left is to identify the gaps between your goals and your current activity.

- Are you wanting to generate leads and sales from Twitter but you don't currently employ Social Selling tactics on that channel?
- Are you hoping to increase website traffic and raise awareness of your offers on Facebook, but you don't currently employ Social Influencing on that channel?

Make changes to your social media marketing based on what you uncover in this audit.

Then, make the 10-Minute Social Media Audit a regular part of your social media marketing routine.

Want to learn more about the specific tactics needed to employ Social Listening, Social Influencing, Social Networking, and Social Selling?



Hope this information
was helpful. If you need
more help give us a call.



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