

**1**

**Setting the scene.**

**Why social media is *still* such  
a big deal for brands.**

	<b>PROACTIVE</b>	<b>REACTIVE</b>
<b>PLANNED</b>		
<b>UNPLANNED</b>		

	<b>PROACTIVE</b>	<b>REACTIVE</b>
<b>PLANNED</b>	Calendar content “Special days” Anything that can and should be anticipated	
<b>UNPLANNED</b>	Consumer engagement Memes and trends Events and moments	

	<b>PROACTIVE</b>	<b>REACTIVE</b>
<b>PLANNED</b>	<p>Calendar content  “Special days”  Anything that can and should be anticipated</p>	<p>1st line customer service  Complaints or queries you can anticipate</p>
<b>UNPLANNED</b>	<p>Consumer engagement  Memes and trends  Events and moments</p>	<p>2<sup>nd</sup> line customer service  “Crisis”-level complaints  Brand- or business-critical issues</p>

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PLANNED	<p>Calendar content  “Special days”  Anything that can and should be anticipated</p>	<p>1st line customer service  Complaints or queries you can anticipate</p>
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2

**Preventing a crisis:**

**How to create social media content that *doesn't* suck.**

	PROACTIVE	REACTIVE
PLANNED	<p>Calendar content  “Special days”  Anything that can and should be anticipated</p>	<p>1st line customer service  Complaints or queries you can anticipate</p>
UNPLANNED	<p>Consumer engagement  Memes and trends  Events and moments</p>	<p>2<sup>nd</sup> line customer service  “Crisis”-level complaints  Brand- or business-critical issues</p>

**Who are we?**

**Why are we doing this?**

**What will we say?**

**When will we say it?**



**a.**

**Define your IDENTITY**

**(Who are we?)**

**a.**

**What is a brand exactly?**



**b.**

**Define your OBJECTIVES**

**(Why are we doing this?)**

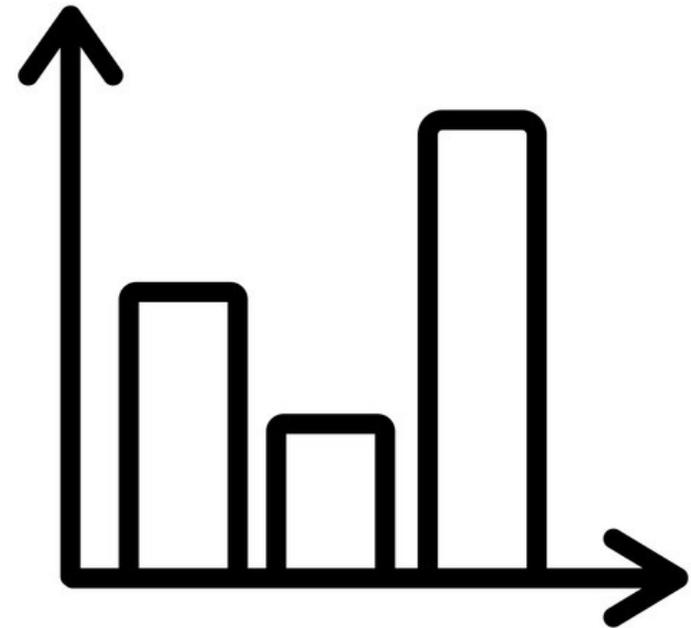
**b.**

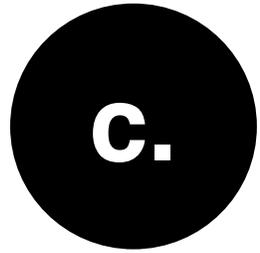
**Reach.**

**Engagement.**

**Sentiment.**

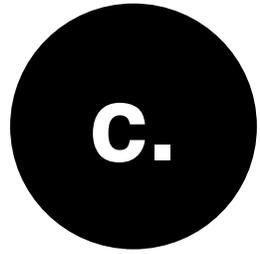
**Conversion.**





**Refine your CONTENT**

**(What will we say?)**



**Pillars.**

**Personas.**

**Platforms.**

	<b>PERSONA 1</b>	<b>PERSONA 2</b>
<b>Pillar 1</b>		
<b>Pillar 2</b>		

**d.**

**Schedule PUBLISHING**

**(When will we say it?)**

3

**Reacting to a crisis:**

**How to respond *appropriately*  
to social media complaints.**

**a.**

**Why do people complain on  
social media?**

**b.**

**Not all complaints are equal.**

**b.**

**Not all complaints are equal.**

**> Is it true?**

**> Is the source credible?**

**> How fast is it spreading?**



**Your response should be calibrated to the commercial impact of the complaint.**



**Thank you!**

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