The Big Five Approaches to Social Media

Use this worksheet to think through which of the major approaches to social media you’re going to use. You can re-use this worksheet monthly, or over longer periods of time to help you rethink your approach.

You can also use this worksheet to analyze competitors and to identify how they are using social media.

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| **Brand Maintenance**This includes monitoring the social space and replying to mentions in social media. |  |
| **Community**Community can be about building or nurturing community of all types, including brand ambassadors, people who love your brand, or people who share your passion points. |  |
| **Influencers**The influencer approach is about identifying relevant influencers, closely monitoring their social media activities, and engaging with them as appropriate. |  |
| **Thought Leadership**Thought leadership includes proactive and reactive reputation management work, in which you are endeavoring to place the brand favorably as having credibility or expertise in your arena. |  |
| **Big Splash**Big Splash approaches are creative programs that are usually intended to get a lot of attention. |  |
| **Other**Are there other approaches not mentioned above? Add them here. |  |
| Total: | 100% |