



SOLO SOCIAL: SUCCESS AS A ONE-PERSON SOCIAL MEDIA TEAM

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@msuvets

- Facebook
- Instagram
- Twitter
- YouTube
- LinkedIn
- Google
- Dean's Twitter and Wilson's Twitter

STEP ONE

YOUR ROLE

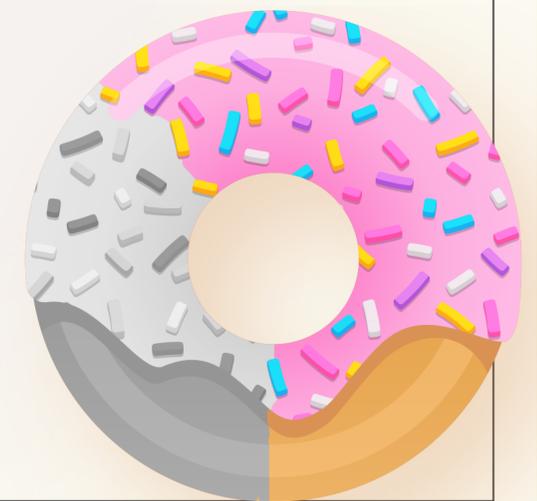
- The nitty gritty recipe: responsibilities, expectations, and duties are clear
 - Time commitment
 - Number of accounts
 - Priority of accounts
 - Post frequency
 - Content strategy
 - Social strategy



STEP TWO

TIME MANAGEMENT

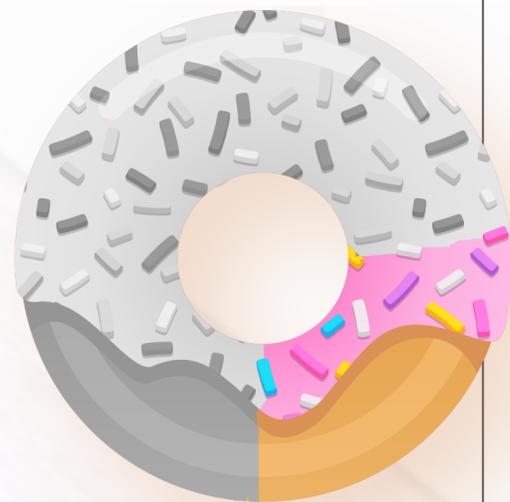
- 30%: how you're going to crush your to-do list with limited time
- Prioritize + schedule
 - Strategy
 - Research
 - Plan
 - Engage
 - Analyze
 - Report
- Other: update, present



STEP THREE

SOCIAL STRATEGY

- 30%: who you are, what you do, and why you matter
 - Goals
 - Guiding questions
 - Brand guidelines
 - Audience
 - Tone
 - Campaigns
 - Governance
 - Challenges
 - Competitors
 - Resources



STEP FOUR

LEARN

- 10%: see and do
- Get on social
 - Observe
 - Analyze
 - Absorb
 - Adjust
 - Mimic



STEP FIVE

AUDIENCE

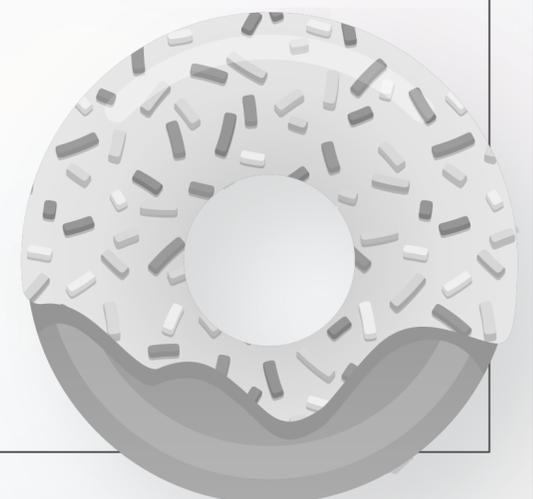
- 20%
- Identify
- Observe
- Engage
- Get to know
- Reward
- Partner
- Maintain
- Expand



STEP SIX

RESOURCES

- 10% (bye bye donut): determine → use and take advantage of
 - Your knowledge
 - Communications team
 - Colleagues
 - Research
 - Sprinklr/platform-provided insights
 - Social @ MSU
 - Adobe Creative Cloud
 - Audience



STEP SEVEN

DONUTS

- AKA eat the donut
- But wait, I'm full! I don't like donuts!
 - Digest
 - Focus on what you know
 - Adjust if needed
 - Prioritize
- Enjoy yourself
- Share your donuts
- Reward yourself for a job well-done—by eating a donut



AND REMEMBER

- **FACEBOOK:** Life update! I like donuts so much; I'm moving to Boston to manage a new Dunkin'
- **INSTAGRAM:** Here is a photo/story of these pretty donuts #bloggerswhoeatdonuts
- **TWITTER:** Cat in Michigan eats two-dozen donuts! #NationalDonutDay
- **YOUTUBE:** Cooking With Carol, Let's Do Donuts!
- **LINKEDIN:** Dunkin Donuts takes over East coast. Review of acquisitions and business impacts
- **PINTEREST:** Learn how to make gluten free donuts at home
- **SNAPCHAT:** Look, I'm eating a donut
- **MESSENGER:** OMG did you see this holiday donut recipe?! Copying the link for you right now

THANK YOU!

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