



# brandwatch

## 9 Essentials for Social Media Success

No matter where you are in your social media strategy, the first in our series of social media eBooks is designed as a reference to getting started or making sure you are on the right track. It's often good to take a step back and look at the bigger picture. Here are some snippets:

### 1/ Think enterprise-wide

Adapt your business structure to allow different information tracked across the web to be funnelled into the correct parts of your business, from customer service to product development.

### 2/ Where are you going?

Make sure you know your social media goals before you jump in to the fray. Ask yourself: what am I trying to achieve? How will I know I have achieved it? How long will it take me? What resources do I need?

### 3/ Listen first

Listen Well. Listening represents the single most important thing a brand can do in the social media world. It helps you understand how and what your most important audiences think about you and why they feel that way.

### 4/ Widen the net

As you start out with your listening process, it is best to start looking broadly across all kinds of social media. Then you can narrow your focus on the key sources you've found, which should support your objectives.

### 5/ Pick me

If you are sharing social media information across your business then it makes sense to assign work to a department head. This person can then ensure the data flows to the relevant people within their team and action is taken in a timely and appropriate way.

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## 6/ Engage and respond

Engagement is one of the most important aspects for your brand in the social media space. If you are transparent, inform, educate and add value when you engage with your customers online, you are on the right track.

## 7/ Tidy workspace, tidy mind

Setting up a bespoke dashboard means you can segment by region, sentiment, topic or any other data set that you want to track. You can then share that dashboard with colleagues to help distribute workloads and easily share information.

## 8/ Measure What You've Heard

There are hundreds of ways you can choose to measure the progress of your journey, including Twitter followers, lead conversions and engagement statistics; selecting the right set for you will be extremely useful in the road ahead.

## 9/ An alternative route

The social media landscape changes fast. The ability to measure allows for continuous improvement and gives you the insight you need to adjust your aims should you need to, in a way that responds to the data you are monitoring.

*Download the full eBook '**9 Essentials for Social Media Success**' for the full picture on the above points.*

*If you'd like more info on how Brandwatch can help give your business the edge in social media, please book a live demo with us at **[brandwatch.com/demo](http://brandwatch.com/demo)**.*