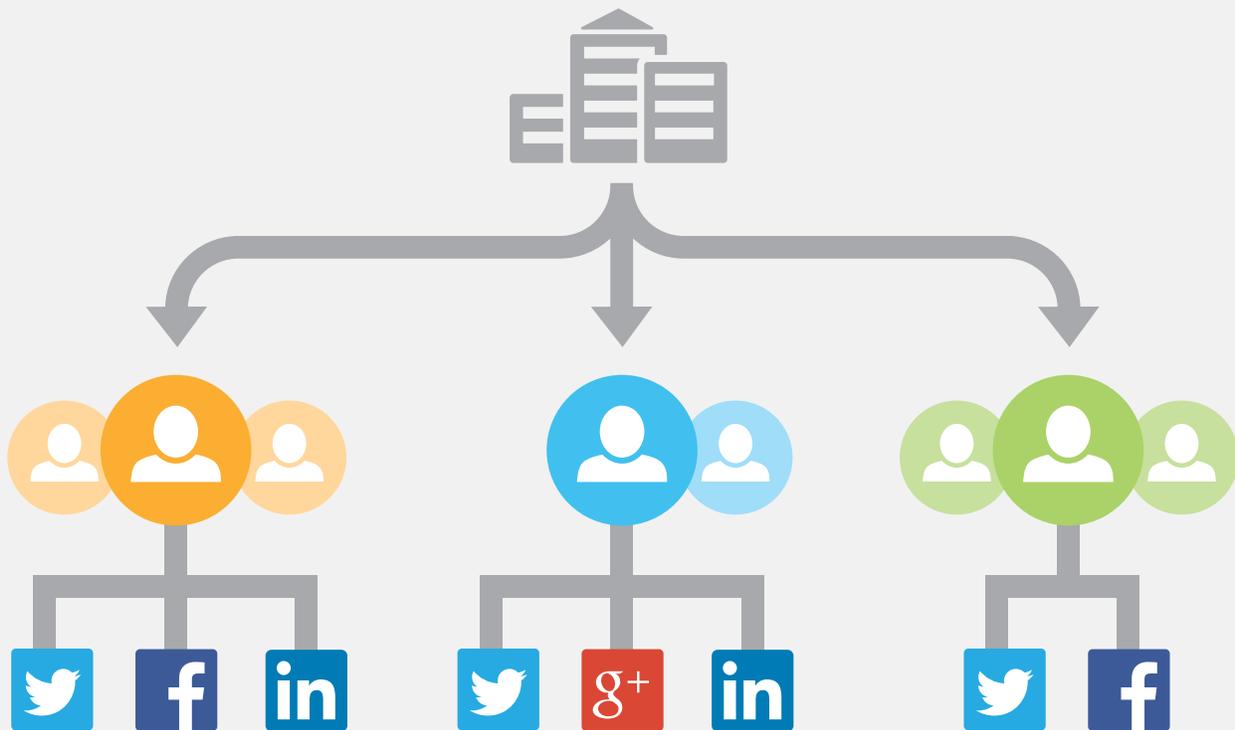


GUIDE

Scaling Social Media

How to Unify Your Social Media Strategy Across the Organization



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As organizations grow in size and complexity, their social media strategies will evolve along with them. If your enterprise has multiple teams using social media, each working to achieve their own departmental goals using their own set of tools, it is likely that you have progressed past the initial stage of social maturity—social advocates—and into the second stage, social teams.

The final stage in becoming a social organization, where social media is weaved into the fabric of an organization, is through a unified strategy across all departments, enabling all employees to use social media safely and consistently. At this point, you are likely to already have executive buy-in and are ready to work towards unifying your social media strategy. However if you aren't already at the social organization stage, you are not alone: In a recent survey by Altimeter Group, only 26 percent of the respondent organizations reported that they approach social media holistically, or with a plan that is aligned with enterprise-level strategy.¹

Fragmentation can hinder scalability as social media grows with the enterprise. What may work in a smaller organization can quickly become confusing and inefficient as more people get involved. A unified social media strategy puts a company in a better position to track ROI, drive higher revenue, increase customer satisfaction, generate more sales leads, secure brand assets and even find higher-quality employees. It is necessary, though, to have clear leadership and documentation of process and policy in place to ensure optimal social media workflow and adherence to best practices.

3 Stages of Social Media Maturity

Social Advocates: Social media is in the hands of individual employees, or experts, within an organization. This may or may not be sanctioned, and is typically made up of ad hoc activities not linked to an overall strategy.

Social Teams: Social media is departmentally focused, has dedicated budget, and requires reporting. In the early days of social, these teams were nearly all centered around marketing or PR, but are now spread throughout an organization, and are often siloed.

Social Organization: The organization has integrated social media into all levels of the business with a unified strategy and policy governing social engagement. Employees are empowered to use social media in a safe and consistent manner and foster better internal collaborative practices.

How unified is your organization's social strategy?
Answer these 4 questions to find out.

Enterprise Social Media Maturity Assessment

- Are there multiple social media teams working independently in separate areas of the business without any collaboration on a social strategy?
- Are these departments using different platforms to manage all their social media efforts?
- Is your social media process workflow inconsistent or difficult to follow?
- Are there discrepancies in social media skills between individuals in different departments?

If you've answered yes to any of these questions, your organization hasn't yet matured to becoming a true social organization.

4 Steps to Unifying Your Social Media Strategy

Altimeter Group¹ indicates that one of the top eight challenges currently facing digital transformation is cooperation between departments and team silos. But what are the steps a business can take to transition from the social team phase to a social organization?

1. Foster collaboration between teams and departments on a social strategy

It is important to understand the benefits of leveraging social media for key departments, which include Marketing, Sales, Customer Service, HR, and IT. For example, social media helps Marketing and Sales teams use the insights available through monitoring and listening to generate more sales leads. In order to align departments on a unified social media strategy, it is crucial that each department understand how social media impacts their distinct area and more importantly, links back to specific organizational objectives. Bring together key department heads in a group setting to share ideas, get aligned on a social strategy, and share across the whole organization. Not only will this collaboration strengthen each department's individual strategy, but it will also enable a more coordinated workflow and consistent brand voice.

2. Centralize your social media management

In order to optimize workflow, improve collaboration and ensure brand protection enterprise-wide, deploy one single social relationship platform. A single platform enables all your departments to execute social media strategies within a secure publishing environment, such as tiered permission levels, content moderation, pre-scheduled posts, as well as message assignment to the appropriate team or team member for follow-up. Not only will team members have the resources they need to support a more effective work process, but you can ensure that your brand's integrity is protected, too.

How We Help

Securely Manage Social Media With Hootsuite



Fear over losing control can be an understandable barrier to implementing social media across an organization. Hootsuite's social relationship platform helps businesses manage a unified social strategy across multiple teams and business units without the high level of risk associated with unsecured or disorganized efforts. The super admin, or individual who controls the dashboard overall, can grant or remove access to individuals and teams depending on the situation through the permissions function. The message approval feature gives users an extra prompt when publishing to branded or sensitive accounts to prevent errant posts from going live.

3. Develop a consistent social media process and workflow

Establish clear leadership to create process documentation for audience engagement across the organization. This documentation will determine your organization's process, policy, and best practices for conducting social media efforts. For large, regulated, or highly complex organizations, this documentation is likely to be quite detailed to ensure key processes and requirements are adhered to. This is not just a solution for improving the social media workflow organization-wide but also standardizes and enhances the customer experience.

4. Develop a consistent skill set across all employees

Education on social media fundamentals and use of the organization's social platform are also essential to ensure that the social skill set is standardized across the organization. Altimeter Group respondents from a recent survey indicated that social media education throughout the organization is at best, fair (45 percent). Only 18 percent of respondents believed that employees had a good or very good understanding of social media and organizational policies.¹ Ensure that all employees are working at the same level, consistently, through social media education programs and are well-versed on the organization's social policies and best practices. The company's social media strategy, standards, and best practices should be rolled out to all employees in a mandatory social media boot camp or training session.

“It is essential to unify your social strategy in a large organization. Without a uniform infrastructure, management, training and oversight becomes difficult and then impossible as your company grows.”

Joshua Vogel, Social Media Strategist, Advance Digital

How We Help

Continuous Learning with Hootsuite Educational Programs



Your company may be ready to move to the next level of social maturity, but your employees may lack the technical skills and strategic knowledge to effectively engage on social media. Hootsuite's educational programs are built to empower your employees with training on applied skills, tactics, and knowledge needed to execute on social activities; strategic education on how social media functions across your organization, aligning to key business objectives; and providing assessment and recognition as they progress. Hootsuite University is designed to train teams on social media fundamentals and the Hootsuite dashboard, while Custom Education helps accelerate social transformation through tailored social media training and education to address specific organization needs. The Advanced Social Media Strategy Certification (ASMS) provides advanced coursework and applied credentials for experienced social media professionals and social leaders in your organization to expand their social media skill set.

1. Altimeter Group, "The State of Social Business 2013: The Maturing of Social Media into Social Business", 2013.

About Hootsuite Enterprise

Partner with Hootsuite to accelerate your social transformation



Hootsuite Enterprise empowers organizations to execute business strategies for the social media era. As the world's most widely used social relationship platform, Hootsuite Enterprise enables global businesses to scale social media activities across multiple teams, departments, and business units. Our versatile platform supports a thriving ecosystem of technology integrations, allowing businesses to extend social media into existing systems and programs.

We help organizations create deeper relationships with customers and draw meaningful insights from social media data. Innovating since day one, we continue to help businesses pioneer the social media landscape and accelerate their success through education and professional services.

Request a custom demo today by visiting enterprise.hootsuite.com

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