

The Twitter ABC

Paula Battle



A

Authenticity



Authenticity

Who are 'you'?

Whether you're an individual trying to build your profile or a small business building your brand, creating trust is vital.

Bear in mind that the nature of social is emotionally lead. Start with a clear idea of what your 'voice' is going to be, this will naturally change over time as your account matures.

Work up a 'messaging grid' and break up your prevailing messages into bite-size pieces. These are the building blocks on which your content will stand.

A



B

Battleplan



Battleplan

Why?

Stop and think now about all of the questions, and use the answers to form your strategy. Pull it together into one working document. It will evolve over time...

What are you doing on Social? What's the grand plan? What do you want to achieve? How are you going to resource this? Do you know which skillsets you're going to need? Is your plan sustainable? Is it scalable? How are you going to measure success? Over what time frame? Have you thought about crisis management - what happens if things don't work? Have you got additional support to call on? When do you sleep?!

B



C

Content



Content

Can you feed the machine?

Content is the lifeblood of social media. Content creation is a never-ending task, one that can quickly start to feel overwhelming without a battle-plan in place.

Once you've decided on your voice, and created your strategy, it's time to sit down and plan your content. Create a content calendar. Research relevant hashtags and social awareness days. Play around with ideas and plan out your content on a month-by-month basis, always looking ahead. Consider the difference between your '*Business As Usual*' (BAU), and your social Campaigns and plan accordingly.



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Authenticity
Battleplan
Content



That's the tip of the tip
of the iceberg covered.
It's a good start though.
Where do you go next?

Get in touch if we can help:
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