



we simplify
the Internet

Social media best practices, templates,
checklists, tools and resources

WSI SOCIAL MEDIA STRATEGY KIT



*A Beginner's Guide to Launching a
Social Media Strategy for Your Company*

facebook

twitter

WORDPRESS

digg

YouTube
Broadcast Yourself™

LinkedIn

delicious
social bookmarking

newsvine

reddit

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Why Does Your Company Need a Social Presence?

In today's world full of new media and digital communication technologies, companies of all sizes and industries have a huge opportunity to expand the reach of their messages using social media.

Social media has the potential to attract and hold the attention of a vast demographic of people, especially those who have grown numb to traditional media. Below are some other benefits your company will experience by utilizing social media:

- **Affordable Marketing** – There's no need for a large budget to conduct social media marketing
- **Viral Nature** – Users can easily share your messages with their friends with a click of a button
- **Enhances Brand** – Through social media you can build and enhance your online reputation
- **Builds Credibility** – User generated endorsements are more credibility than traditional advertising
- **Increases Traffic** – A well-planned social media strategy will drive more traffic to your website
- **Engages Customers** – Connect with your customers and respond to their feedback in real-time



What You Will Learn from this Social Media Strategy Kit

Though the majority of companies are aware of the benefits associated with social media, many have not established a social media strategy. Why? It could be due to limited resources or simply because they do not know where to begin.

To help your company get started with social media, WSI has created this Social Media Strategy Kit, which contains best practices, checklists, templates, tools and resources so your company can:

- Educate yourself and your staff on social media
- Ensure social media policies and guidelines are established
- Ensure your brand is protected and consistent
- Create a social presence and community
- Utilize social media in your PR endeavours
- Measure your social activities
- Monitor your online brand reputation
- Establish a digital crisis management strategy for social damage control

It's vital that your company stay up-to-speed with today's evolving digital media technologies. This way, you can monitor what customers are saying about your brand online, but more importantly, leverage these new media tools to create and foster positive conversations around your brand.



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**You may order the full version of the
WSI Social Media Strategy Kit**

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