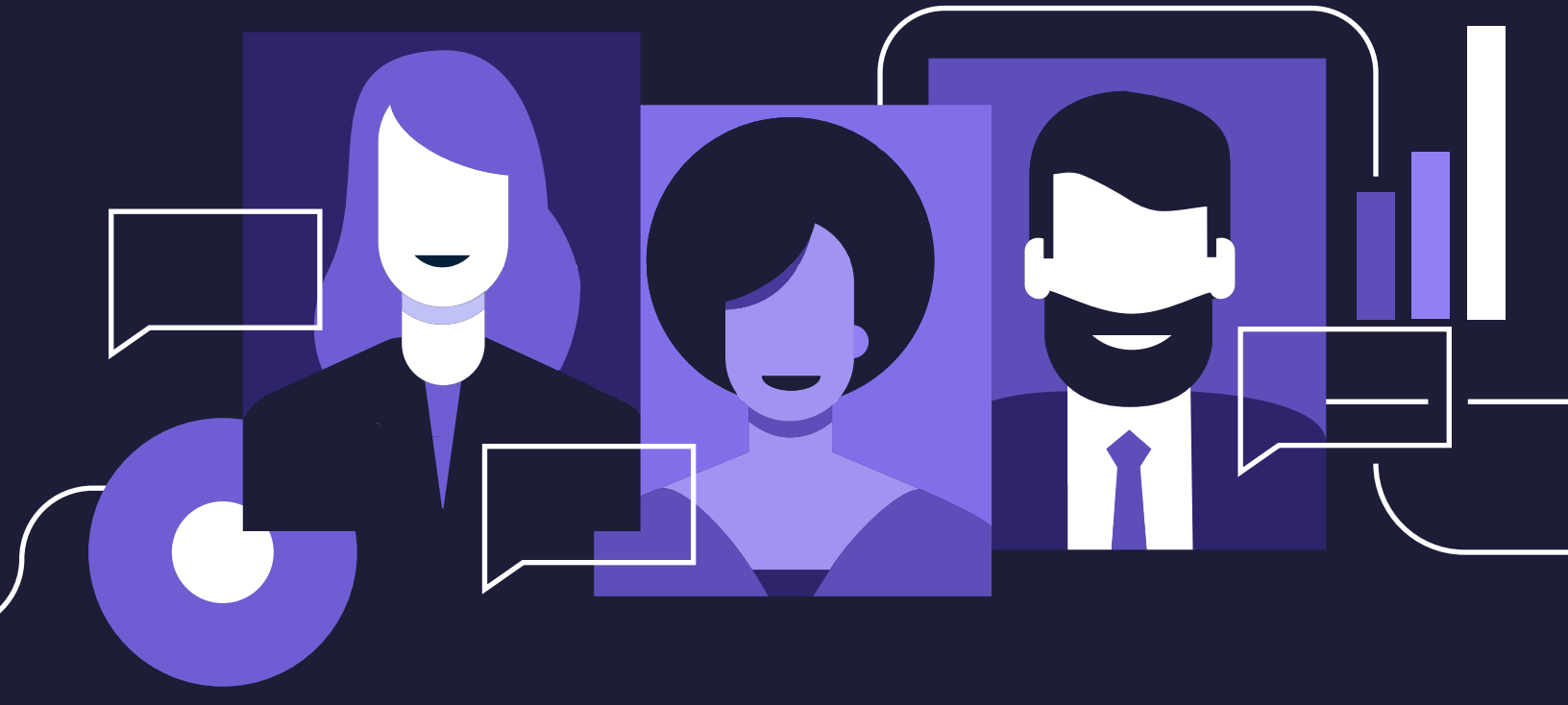




A CEO's shortcut to social success



1

Set your goals and objectives

Work with the members of your company's social team to identify the goals you hope to achieve with your personal social presence. Ideally these would be different and/or complementary to your company's social objectives. Do you want to establish thought leadership in your industry? Boost audience engagement? Increase website traffic? Or maybe you just want to understand and relate to your customers. Don't be afraid to set more than one goal, but be careful not to set too many. Be realistic about your time and resources.

2

Pick your platform

Consider the above goals, your audience, as well as the necessary time commitment to decide on which platform(s) you'll have a presence. Typically Instagram is best for a slightly younger audience, and is a strong choice for visual content like behind-the-scenes photos and short videos. LinkedIn is a great choice for connecting with other industry leaders and sharing business-related articles. Facebook is a great way to connect and share news with your existing relationships, while Twitter is a much more open and public platform, and can include opinion-based takes on the industry.

3

Create a content and scheduling strategy

With both your goals and chosen platforms in mind, it's time to decide on the types of content you'll share, as well as your daily/weekly/monthly posting schedule. Authenticity is your number one goal, so you'll want to share content you find personally interesting or helpful. A good place to start is your own reading lists. But keep in mind that each platform has its own unique strengths and functionalities, so your content should vary across each. Try creating content "pillars" or "buckets" to help guide your posts. And remember, it isn't frequency that counts—it's consistency. So whichever posting cadence you choose, be sure you can stick to it.

4

Identify helpful tools and resources

Don't be afraid to ask for a little help, too. Check with your company's social team to see if they utilize any content aggregation or advocacy tools that might help cut the time it takes to find and share relevant articles. And no matter your level of social expertise, our blog, [Insights](#), is full of helpful resources including various "how-to" guides, [best times to post on social](#) and plenty of brand/industry examples to pull inspiration from.

5

Measure success and adapt your strategy

Measure your ongoing efforts against your initial goals to evaluate success and identify areas for improvement and/or redirection. If you're looking for more tangible metrics like engagement, you can track new likes, shares, comments, mentions and replies. To gauge your growing influence and/or perceive an improvement in personal reputation, try monitoring less tangible metrics like sentiment and share of voice with advanced listening tools. And to ensure you put those insights to best use, record all relevant customer conversations, suggestions and feedback to help inform future content and product improvements.