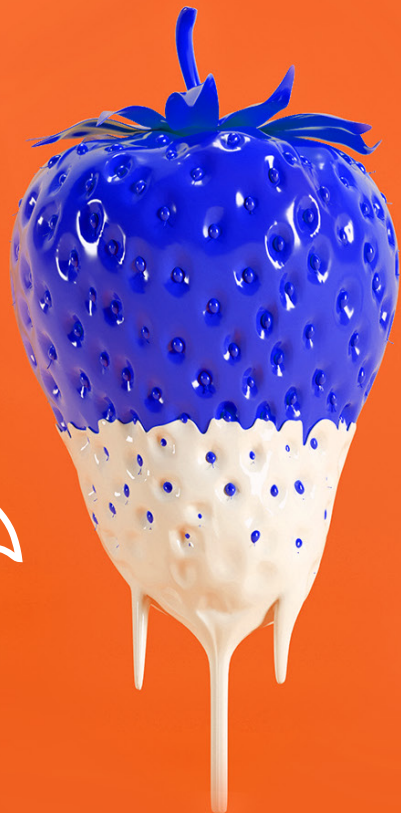


# THE ESSENTIAL LIST OF TO-DOS FOR YOUR 2018 SOCIAL MEDIA STRATEGY



PART 2/4



## 6 Figure out specific tactics

that will work for the specific social platform. Facebook to show the human-side of your business and to share more lengthy content. For Twitter, you'll want to create a hashtag repository. For LinkedIn, authentic participation in an industry group is key to building presence.

## 7 Stay local

Your content needs to resonate with your local audience. This means everything from using local cultural codes, the local language (Arabic and English in the UAE), to discussing local developments and local trends. Stay local and you'll go far. ([For more tips, check out our blog, MarkeThink](#)).

## 8 Analyse

Use analytics to set your Key Performance Indicators to ensure you're on track to achieving your SMART goals.

## 9 Measure traction

Use analytics to measure traction. And then optimise. What message is bringing the most engagement or converting the most leads? Look at those messages' word count, calls to action, content, and whether the tone is humorous, valuable, surprising or something else. Does it have video, some other visual, an infographic or a download? At what time of the day was it posted? Identify what's working, then repeat.

## 10 Data is king

"Data reveals impact, and with data, you can bring more science to your decisions," says Matt Trifiro, former CMO at Heroku. Native sources for analytics data are Twitter and LinkedIn Analytics and Facebook and Instagram Insights. But pay attention to qualitative as much as quantitative. Create a monthly analytics report that your team will want to read.

