

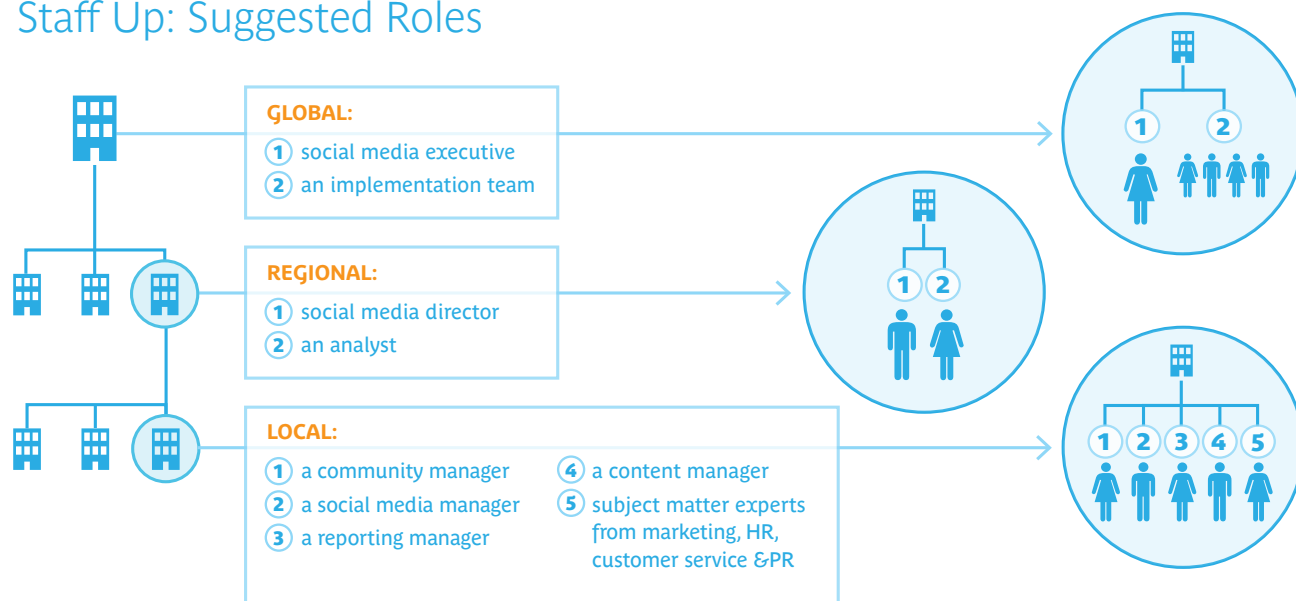
# How to Plan and Deliver a Global Social Media Deployment

## 1 Map the Strategy

Define the business objectives and the specific set of social activities designed to meet those objectives.



## 2 Staff Up: Suggested Roles



## 3 Plan to Operate

1. Activity plan by role
2. Rules of conduct
3. Activations
4. Sunsetting & Deactivations
5. Best practices



## 4 Consistently Brand

1. Online social brand style guide for look
2. Detailed guidelines for brand feel



## 5 Measure



### Social

1. Campaign Effectiveness
2. Audience Engagement
3. Reach

### Business

1. Response Times
2. Voice of the Customer
3. NPS
4. Attributable eCommerce Revenue