Chapter Review 5

Step 3: Implementation and Monitoring

*Joining Conversations and Creating Purposeful Interaction*

Main Concept Recap

1. Brands utilize content calendars in order to strategically move towards the success of the campaign, while ensuring that messaging is harmonized across platforms and purposefully reaching audiences with specific key messages. Content calendars can be sorted and analyzed in different ways to ensure that all campaign objectives, strategies, and audiences are effectively engaged.
2. In the implementation step of a campaign, social media strategists must work to remain engaged with users, not simply posting information and forgetting to interact. Alerts and principles from the first step (listening) are quite helpful in making this type of engagement a reality.
3. Engaging in real-time is one of the most important elements to brand communication in social media. However, simply because it is live-time does not mean that preparation cannot be made. Brands can review certain live events or holidays from the past years to understand the type of content that resonates the most and the kinds of engagement to expect. In addition, certain pre-made posts, even for live events, can be crafted ahead of time to help manage RTM.
4. While never a desired event, crises are something with which social media teams should be ready to engage. Whether the crisis is a result of something external or ignited due to something within social media itself, a brand needs to prepare ahead of time in order to effectively weather a crisis situation.
5. Due to the ubiquitous nature of social media, organizations need to consider social fatigue both for users as well as their own brand when designing interaction in order to effectively break through relevance filters and engage with key audiences.

Key Vocab

*Content Calendar:* Documents that contain each post and all content that is to be posted in a given time-period, for all platforms, and identifies the ways in which those posts support the campaign objectives.

*Crisis:* An event, or the perception of an event, that damages the relationships between a brand and the public, resulting in the reduction or inability of the organization to continue to fulfill its mission.

*Key Progress Indicators (KPI):* Metrics that provide meaningful insight into the advancement of a campaign in reaching goals.

*Real-Time Marketing (RTM):* The ability of an organization to adjust and participate in conversations organically, as they emerge in real-time.

*Relevance Filters:* The strata that individuals use to identify information to sort, prioritize, and relegate within the digital world.

*Social Fatigue:* When the level of interaction and repetitive nature of social media causes individuals to shut down or tune-out.

Chapter Learning Outcomes

By the end of this chapter, you should be able to:

1. create a robust content calendar for an organization that clearly establishes how communication supports the overall goal of the campaign
2. understand how to monitor interaction throughout a campaign and the ways that a brand can manage real-time engagement over the course of a social media initiative
3. articulate the role of social media during a crisis and explain the ways a crisis might impact a social media team
4. identify why social fatigue is a problem in culture and ways that organizations can prevent social fatigue from interfering with campaigns.

Additional Online Articles

Baer, J. (n.d.). 42 percent of consumers complaining in social media expect 60 minute response time. *Convince & Convert.*

Lieb, R. (2012, March 19). [How real is social media fatigue?](http://marketingland.com/how-real-is-social-media-fatigue-7665) *Marketing Land.*

Sands, K. (2014, Sept. 9). [A lesson in crisis communications, courtesy of DiGiorno](http://www.huffingtonpost.com/katrina-sands/a-lesson-in-crisis-commun_b_5794122.html). *Huffington Post.*

Social Media Influencers to Follow

**Chris Kerns**—RTM guru and research analyst |@chriskerns

**Marcia DiStaso**—Penn State Professor and social media researcher | @mdistaso

**Ted Coiné**—Coach and author on #SocialCEO | @tedcoine

**Tina McCorkindale**—President and CEO of Institute for PR | @tmccorkindale

**Hootsuite**—The world’s most widely used social relationship platform | @hootsuite