



CRYSTAL J. HOLLIS
SOCIAL MEDIA
STRATEGY

August 7, 2016



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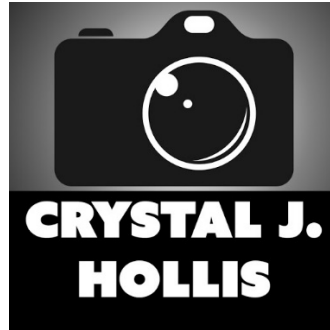
SOCIAL MEDIA

STRATEGY

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SOCIAL MEDIA STRATEGY



EXECUTIVE SUMMARY

Crystal J. Hollis is an internet marketing content designer with skills in photography, video editing, graphic design, and website development. Crystal has an M.A. in Interdisciplinary with a concentration in Interactive, Virtual and Digital Communication from the University of North Texas. Crystal developed this social media strategy to build awareness as a job candidate and freelancer. This social media strategy uses the "S.O.C.I.A.L." steps: Strategy, Organization, Content, Interaction, Analysis, and Learn. All goals use "S.M.A.R.T." steps: specific, measurable, attainable, relevant, and timely.

PURPOSE OF THE STRATEGY

The purpose of this strategy is to outline an effective plan for building awareness of Crystal as a job candidate and freelancer with social media and generating a monthly income of about \$3,900 per month by October 1, 2016.

STRATEGIC OBJECTIVE / THEME

Primary Objective: Building Awareness

Crystal J. Hollis considered building awareness to be a primary objective because she is trying to build her reputation and demonstrate competency in the field of digital communications. She needs people to learn about her and what she can offer to a business; building a network of colleagues, prospective employers and customers.

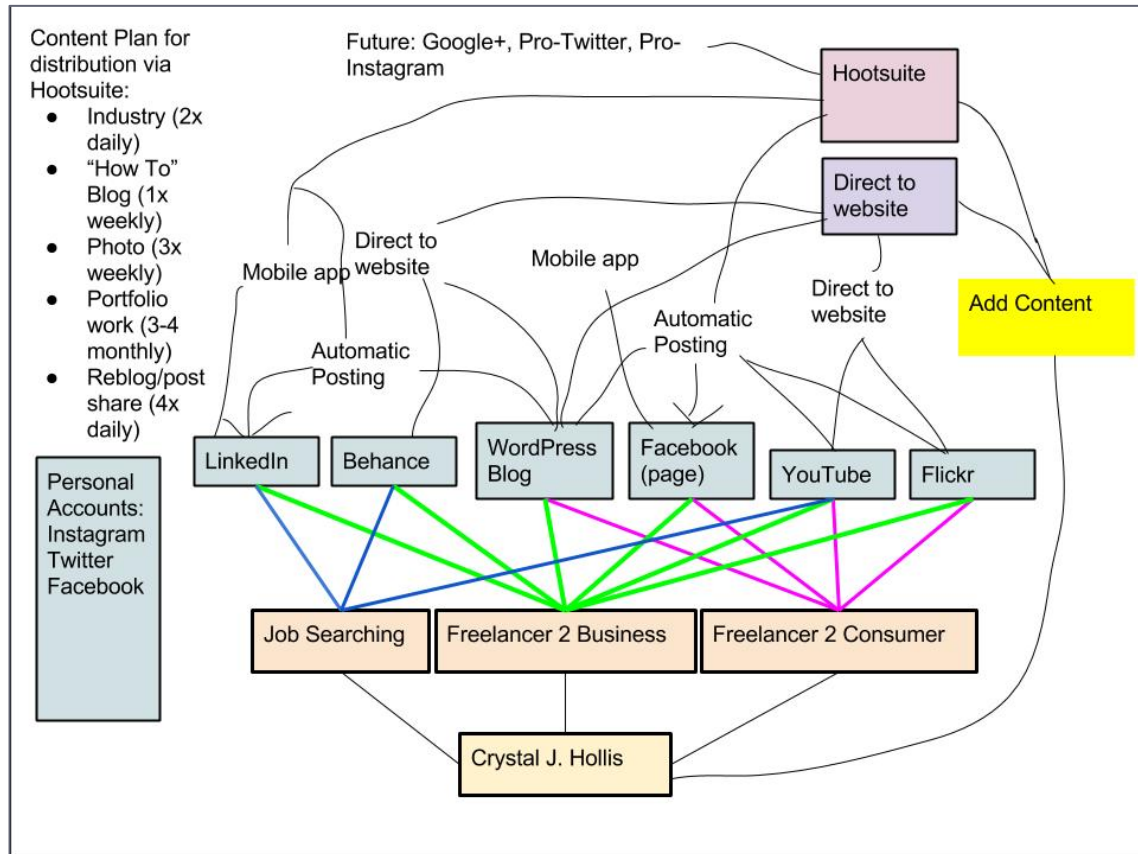
Secondary Objective: Sales/Income

The lifeblood of Crystal's business as a freelancer or employee revolves around driving new revenue and/or income every month.

TARGET AUDIENCE

General description of your target market	<ol style="list-style-type: none"> 1. Employers of creative/marketing firms (Employee)-Hiring managers, creative directors 2. Small, local businesses and non-profits (Freelance 2 Business), marketing directors, managers, owners 3. Middle Class Consumers (Freelance 2 Consumer) – wedding couples, parents, aspiring YouTubers
Primary age range	27-75 for all three
Male / female ratio	<ol style="list-style-type: none"> 1. Almost “equally” 50%-50% male and female (Kokemuller, n.d.) 2. 7.2% female, 11.3% male (Texas Small Business Economic Profile, 2016). 3. Above 50% female, below 50% male (thumbtack.com, n.d.).
Annual household income	Real median household income in Texas \$53,035, Texas Family Income \$62,830, Texas Per Capita Income \$27,125 (Texas Household Income, n.d.).
What social media sites do they use?	Facebook, Twitter, LinkedIn, YouTube, Google+, Ryze, Talkbiznow, WordPress, Quora (Tucker, 2011)
Additional information	<ol style="list-style-type: none"> 1. I intend to demonstrate expertise and work samples. I will apply good SEO techniques to help recruiters and hiring managers research me and my work. 2. I intend to generate awareness and drive freelance sales from doing work for smaller firms and internet companies. 3. I intend to generate awareness and drive freelance sales from doing work for individuals who need creative services for non-business purposes.

SOCIAL MEDIA PLATFORMS / ORGANIZATION



MAIN SOCIAL MEDIA PLATFORM

- **WordPress.com**- “the most popular blogging platform on the planet” with a “focus on aesthetics, web standards, and usability” (WordPress, n.d.). Crystal’s primary e-portfolio is on WordPress. She has a domain name crystaljhollis.com (and .net). She is currently using the free version on WordPress’ hosting server.

SOCIAL NETWORKING PLATFORMS

- **Facebook.com**- The “#1 Social Network on the web” that allows you to connect with “people all over the world with their friends, families, co-workers, and classmates” (Facebook, n.d.). Crystal has a private profile and a public business page.

VIDEO SHARING PLATFORMS

- **YouTube.com**- a place where billions of people “discover, watch, and share originally-created videos” (YouTube, n.d.). Crystal has a portfolio channel “Crystal J. Hollis” and a vlogging channel “Social Video.” The portfolio channel is rich in content; the Social Video is not. There is an opportunity to create original

content on Social Video or perhaps rebrand the channel altogether. There may also be opportunities to produce live content.

- **Facebook.com**- Facebook allows video uploads; as well as capabilities to automatically play videos (useful when text is added) while users scroll through their news feed without audio playing. There may also be opportunities to stream video live on the business page, possibly demonstrating, providing instruction, unboxing, etc.
- **Behance.net**- a platform for creative professionals to upload, update, and broadcast their creative portfolios, projects, and collaborations (Behance, n.d.). Crystal has an account but only a few projects. She will share her Adobe Premiere projects on the site.
- Platforms to consider:
 - **Vimeo.com**- a “community of creative people who are passionate about sharing the videos they make;” it is more “professionally oriented than YouTube” because the videos are “artistic, creative pieces made by real filmmakers” (Vimeo, n.d.). Crystal has an account but is not very active. There is an opportunity to rebrand the channel as an outlet of more artistic projects (instead of marketing projects).
 - **Photosynth.net**- allows users to “create panoramics and 3D images and worlds right from their photos” (Photo Synth, n.d.) Users upload a set of photos, the website looks for features, passes information to bundle adjustment (standard in photogrammetry) to generate a 3D model; it calculates a smooth path and slices images into multi-resolution pyramids (About Photo Synth, n.d.). Crystal can create 3D videos for artistic and marketing purposes; this kind of technique could be used for tours, product demonstrations, and more. It could also be used in a variety of multimedia projects, including games, interactive stories, and more. She will have to sign up for special access as that they are first come, first served.
 - **Houzz.com**- a platform for home remodeling and design, home improvement, and homeowners (Houzz, n.d.). The website has a category for photographers (Denton, TX Photographers, n.d.). There is an opportunity for Crystal to market herself as a freelance photographer for real estate, interior design, and architecture. It is also a great place to find other photographers, bloggers, and realtors to network.
 - **Videojug.com**- a “comprehensive library of free factual video content online” (Video Jug, n.d.). This website would be a good source of factual and funny content that Crystal could share on her profiles.

- **Break.com**- “one of the funniest video websites on the internet” where they represent “hundreds of publishers as one of the largest video advertising networks online” (Break, n.d.). It is a good source of funny, heartwarming, geeky, and viral videos.
- **Dailymotion.com**- one of the “top social video networks in the world,” users can upload “personal videos to share with the community” (Daily Motion, n.d.). Crystal can use this site for source of content and also upload videos that fit one of the categories.
- **Coub.com**- “a looped video up to 10 seconds long” where users can “show off their artwork and products from every angle” and “bring characters to life and invent neverending stories” (Coub, n.d.). Crystal can use this to find funny or interesting content, as well as create artistic, informational, or marketing content.
- **Metacafe.com**- “serves up the best short-form videos, funniest movies, clips, sports videos and video game information” (Meta Café, n.d.). Metacafe delivers video content to 12 million unique monthly viewers and innovative custom creative solutions integrating brands into the entertainment experience (About Metacafe, n.d.). Crystal can use this to find content, as well as create and upload art animation, cool commercials, how to, news/events, science/tech, and people/stories content.
- **Wonderhowto.com**- a website with content that teaches you how to do different projects (Wonder How To, n.d.). A great source of information on topics such as film/theater, business/money, computers/programming, electronics, education, software, and gadget hacks.
- **Expotv.com**- an online community “who share their unbiased, honest opinions using video” (Expo, n.d.). The website allows users to sync their YouTube videos and monetize them. They pair vloggers with brands and pay through pre-roll ads, affiliate marketing, and sponsorships. This may be an opportunity to expand the Social Video YouTube account.
- **Periscope.tv**- a mobile only app that lets users “broadcast live video to the world” (Periscope, n.d.). Crystal could explore opportunities with creating live content, such as drawing, playing a video game, photography, videography, video editing, and much more.
- **Veoh.com**- users can “upload and share” their videos. This could be another outlet to find and upload content.

BUSINESS SOCIAL NETWORKING PLATFORMS

- **LinkedIn.com**- the “ultimate business social network” with an “online resume” and “network of trusted contacts” (LinkedIn, n.d.). Crystal has a LinkedIn account and may explore the LinkedIn pro service.

- Platforms to consider:
 - **Coroflot.com**- Coroflot connects “designers with outstanding career opportunities” and brings “exposure to amazing design work” (About Coroflot, n.d.). Users can make profiles, share projects, portfolio, and have access to a job board. Coroflot has grown to host over “150,000 new projects published every month” (Coroflot, n.d.). Crystal will use the opportunity to share her work on this site.

 - **Activerain.com**- a professional social network for realtors, brokers, inspectors, and lenders (About Active Rain, n.d.). Crystal could sign up as someone who provides creative and marketing services for real estate industry professionals. She could share her expertise and tips that could increase awareness and freelance prospects.

 - **Adsoftheworld.com**- “the world’s largest creative advertising index” (AOTW, n.d.). This website may serve as a source of information to share regarding advertising.

 - **Profnetconnect.com**- ProfNet is a service delivered by PR Newswire that allows “PR professionals to connect in the PR world” (ProfNet Connect, n.d.). This website may serve as a source of information to share regarding public relations.

 - **Solaborate.com**- a social network similar to LinkedIn, “dedicated to technology professionals and companies to connect, collaborate, and discover opportunities” (Solaborate, n.d.). The website have job boards, networking features, and space to create blogs and share expertise.

 - **Referralkey.com**- a business social network that allows users to meet “like minded vendors and business folk” (Referral Key, n.d.). Colleagues refers someone who can use a user’s service and provide second opinion or advice (About Referral Key, n.d.). This site may be a good way to promote freelance services.

 - **Edocr.com**- is a website that allows users to publish and distribute documents, share among friends and colleagues, and uses Google and other search engines to ensure that the documents are found easily (Edocr, n.d.). Users can sell and buy documents, use documents to market a business, increase visibility with SEO, and generate leads by finding out how readers found the document and what they did while e-

mailing and downloading (Edocr Home Page, n.d.). This site might be a good way to share informative content and monetize documents.

- **Angel.co-** AngelList is a “platform for startups to raise money online, recruit employees, and apply for funding” (What is AngelList? n.d.). Known members are tagged with keywords such as marketing, web design, SEO, business coaching, and branding (AngelList, n.d.). Crystal can use this site to find start up remote jobs, post a job, and possibly raise money for her own start up.
- **Apsense.com-** a business network site that allows users to “learn new business tactics, strategies, and meet like-minded professionals” (APSense, n.d.). Users can join business interest groups, read and write articles, participate in discussions, explore talents and RevPages (How it works, n.d.). Crystal can use this site to meet professionals and demonstrate her talent.
- **Ryze.com-** a business network site to build a “career and life, find a job, and make sales” (Ryze, n.d.). More than 500,000 members in over 200 countries have an account and it is offered for free with some paid subscriptions for advanced features (About Ryze, n.d.). Crystal may use this site to build a network, advertise her freelance services, find job opportunities, and participate in discussions.
- **Authorstream.com-** it is a “platform for sharing PowerPoint presentations on the Internet with colleagues and receive feedback,” allowing users to “download presentations as video so they can view files offline” (Author Stream, n.d.). Crystal can use this site to create and share content, monitor views, presentation statistics, and comments.
- **Slideserve.com-** another website where users can “upload and share PowerPoint presentations” (Slide Serve, n.d.). Crystal can monitor statistics and comments from her presentations, and also share relevant content on her social networks.
- **Bizsugar.com-** a “small business community and social media site where small businesses, entrepreneurs, and startups can discover, share, and vote for business tips and news” (Biz Sugar, n.d.). Crystal may read, comment, and share articles, as well as contribute public domain articles. The website have buttons and widgets that could go with her e-portfolio site.
- **Xmind.net.-** a software for “mind mapping and brainstorming; GTD, knowledge management and sharing” (X Mind, n.d.). X Mind have features that include: mind mapping, business charts, brainstorming and presentation mode, Gantt chart, mind toolbox, themes, saves to

PDF/Microsoft document, Evernote, audio notes, clip art, index view, and resources (Features, n.d.). Crystal can create content, share on social networks or publish on X Mind's online library.

MICROBLOGGING PLATFORMS

- August 2016: **Twitter.com**- a microblogging site where users post “tweets” of up to 140 characters (Twitter, n.d.).
- Platforms to consider:
 - **Ello.co** – a social network “for creators by creators” (What is Ello? 2016). This platform could be another outlet to share Crystal’s creative artwork. Known members are commonly tagged with keywords such as web design, digital marketing agency, education, and technology (Ello, n.d.).
 - **Kiwi.qa** – a microblogging site where “anyone can feel comfortable asking and answering questions, learning, and exploring” (About Kiwi, n.d.). Known keywords include marketing, SEM, website design, network marketing, and PPC (Kiwi, n.d.).
 - **Alpha.app.net**- An “ad-free social network” with a “real-time feed, a home for meaningful conversation, where you control your data” (What is Alpha? n.d.). Known keywords include online gaming, website hosting, cloud computing, search engine marketing, and social media management (Alpha, n.d.).

BLOG PLATFORMS

- **WordPress.com**- Crystal only has an e-portfolio on WordPress in static website format. There are opportunities to create a blog to demonstrate expertise and knowledge.

SOCIAL NEWS PLATFORMS

- August 2016: **Reddit.com**- “collects user-generated news links” in which users “vote to promote stories to the front page or knock them down out of the spotlight” (Reddit, n.d.). Crystal has an account but rarely used it. There is an opportunity to network, promote her work, monitor trends, ideas, and share content.
- Platforms to consider:
 - **my.alltop.com**- Users “share the top stories floating around the web” (My Alltop, n.d.). A great source for topic specific news content.
 - **Newsmix.me**- users “submit content of their interest by category, subscribe to their favorite channels, and vote on stories that interest them” (Newsmix, n.d.). There is an opportunity to organize news specific content for followers to view.

- **Muckrack.com**- a news network platform that help make “journalists, PR pros, and marketers more successful” (Muck Rack, n.d.). This is a great site to keep in mind when trying to stay informed with news and networking with industry professionals.
- **Popsugar.com**- a women’s lifestyle news site focused on media, commerce, technology, entertainment, celebrity, fashion, beauty, fitness, food, and parenting (PopSugar, n.d.). Crystal might browse the site for tech news.
- **Whuut.com**- “a place where you can publish what is on your mind and share with other people” (Whuut, n.d.). Crystal could use this site to post and promote content.
- **Ezyspot.com**- “a place to discover and share online content” (EzySpot, n.d.). Crystal could use this site to post and promote content.
- **The-artifice.com**- “an online magazine that covers a wide spectrum of art forms” (The Artifice, n.d.). Crystal could contribute on a variety of art and media topics.

CONTENT PLANNING, DEVELOPMENT, AND DISTRIBUTION

- Write: Saturdays 12-5 pm
 - Outline with Word
 - Brainstorm web content with flow map
 - Write rough draft
- Review: Sundays 12-2 pm
 - Check for grammar, readability, SEO, and message consistency
- Distribute: Schedule Posts with WordPress and Hootsuite
 - Update schedule table with Excel

ROLES AND RESPONSIBILITIES

Crystal will be handling all roles and responsibilities. She is using the opportunity to learn how to use and produce content for each platform.

SOFTWARE AND AUTOMATION

AUTO-POSTING TOOLS

- **Hootsuite** – social media management platform.
 - The free version allows up to 3 social media accounts.
 - Connected accounts: Facebook, Twitter, and LinkedIn.
 - It includes a Google Chrome extension for easy access.
 - It includes scheduling and automatic posting features.

SOCIAL MONITORING TOOLS

- **Hootsuite** – Monitor keywords on the stream tab.
- **Talk Walker Alerts**- e-mail alerts of keyword mentions from news, blogs, and discussions. (Weinberg, 2015)

SOCIAL MEASUREMENT TOOLS

- **Hootsuite** – weekly analytics reports (Mindruta, 2013).
- **Facebook Insights**- full stats behind posts, fans, and reach (Lee, 2014).
- **Twitter Analytics** – 28 day overview of tweet performance and impressions (Lee, 2014).
- **LinkedIn Analytics**- profile views, actions taken, and suggestions on who to follow (Lee, 2014).
- **Google Shortener** – review the number of clicks on the google link.

MEASUREMENT, TESTING, AND CONTINUOUS IMPROVEMENT

- Every last Saturday of the month, review and adjust key performance indicators.
- Every July-August, review and adjust social media plan.
- **External Key Performance Indicators** –
 - Social Media Presence
 - Followers and Fans
 - Mentions and tagging
 - Reach (potential size of audience)
 - Inbound links (number of links back to websites)
 - Blog and e-mail subscribers
 - Social Media Engagement
 - Retweets
 - Social shares
 - Comments
 - Referral Traffic (to website)
 - Social Media Reach and Influence
 - Share of voice (how many

- mentions in relation to competition)
 - Net Promoter (customer loyalty metric)
 - Sentiment (audience emotional responses to brand)
 - Action and Return on Investment
 - Conversions (from visitor to customer)
 - Sales Revenue
 - Issues Resolved
 - Number of social influencers (user with significant audience and drive awareness)
 - Post Reach
 - Potential Reach
 - Video Views
 - Cost per lead
 - Lead conversion rate
 - Customer lifetime value
- **Internal KPIs**
 - Blog posts
 - Current status: Hardly sharing or publishing new and relevant content.
 - Goal: Add a new social media post once a week until 8/1/2017.
 - Videos
 - Current status: Hardly sharing or publishing new and relevant videos.
 - Goal: Add a new video 2-3 times a month until 8/1/2016.
 - Social media posts –
 - Current status: Social media posts are not frequent and not rich in content.
 - Goal: Use social media schedule to publish 2 posts per week until 8/1/2017.
 - Social media budget – Current budget is \$0

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APPENDIX

Content Plan for distribution via Hootsuite:

- Industry (2x daily)
- "How To" Blog (1x weekly)
- Photo (3x weekly)
- Portfolio work (3-4 monthly)
- Reblog/post share (4x daily)

Personal Accounts:
Instagram
Twitter
Facebook

