



## Internal Activities

### Research

- Where are competitors and prospects?
- What are they doing?
- Marketplace position?

### Strategy

- Who is on our team?
- What are our goals?
- What are our policies?

### Listen

- What are people asking for?
- What are they talking about?

### Position

- Participate in existing discussion?
- Shape new discussion?
- Re-framing current discussion?

### Recalibrate

- Did we learn something new?
- Did users learn about us?
- Did we engage users?
- Can or will it make a difference?
- What has changed in the world since we started?

## External Activities

### Participate

- How can we add to the discussion?
- When should we let the discussion “just happen?”

### Create

- Blog
- Posts
- Video
- Infographics
- Webinars
- Podcasts

### Manage

- Comments policy
- Service agreements - who, what, when
- Reward & recognize

### Integrate

- How does this fit into our other activities?
- Website
- Media relations
- Newsletters
- Events
- QR Codes

Ongoing Social Media  
Strategy Wheel  
developed by:



www.clearverve.com