

# **American Business Associates (ABA): Social Media Strategic Plan for Summer 2015 and Beyond\***



Mittleman Marketing  
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## 1) GOAL

By August 2015, the ABA will have an established presence in various social channels recognized as a source of information as well as a group with a focus on non-competitive networking, relationship building, and an inclusive community feel

## 2) OBJECTIVE

To curate content across social platforms through a targeted strategic plan reflecting the ABA's brand while incorporating forms of content relevant to target audiences through June 2015-August 2015 with a long term implementation calendar prepared based on evaluation and analytics reports from this time period

## 3) CURRENT SITUATIONAL ANALYSIS

- a) Facebook page: 25 likes, not active
- b) LinkedIn: 6 followers of the ABA group
- c) YouTube: 12 videos on the channel, however they are all from 2 years ago
- d) No presence on the following platforms: Twitter, Pinterest, Instagram
- e) The website design for ABA is good, but the possibility of including a blog component to the page is recommended in order to reinforce the ABA's brand while contributing to the body of knowledge for its members and encouraging member participation
- f) When **"Networking Groups on Long Island"** is searched on Google, the ABA is the first organic search term to appear, indicative of strong website SEO

## 4) COMPETITIVE ANALYSIS

- a) [Network Long Island](#)
  - i) Lists board members and general members on the website
  - ii) However, there are no women in the group
  - iii) Network Long Island is a charitable organization, listing those the organization supports on the website
  - iv) Facebook: 1,356 likes, but inactive since 2014
  - v) Twitter: None
  - vi) LinkedIn: 26 members in group
- b) [Long Island Entrepreneurs Group \(LIEG\)](#)
  - i) Only one member from any business area can be a part of the organization at a time, emphasizing the organization's noncompetitive nature
  - ii) Community builders outside of meetings occur, for example "house call" get-togethers where members meet in person outside of the general monthly meetings
  - iii) Different "Committees" to contribute to the activities of the organization
  - iv) Facebook: None
  - v) LinkedIn: None
  - vi) Twitter: @LIEGNetwork, 5 followers

- c) It is important to note that neither of these competitors has an active presence on social media. An active presence on social media would provide another way to differentiate the ABA from other networking organizations

## 5) AUDIENCE ANALYSIS

- a) Current members of the ABA
- b) Social platforms owned by current members of the ABA
- c) People that are not already members of the ABA
  - i) Business owners in the New York metro area, in particular small business owners
  - ii) Entrepreneurs/Start-up capitalists in the New York metro area
  - iii) Other networking organizations in the New York metro area

## 6) STRATEGIES

- a) **Initiate a biweekly blog with articles written by both ABA members as well as for both current members and potential members containing information relevant to target audiences**
  - i) Create a “blog” tab for the ABA website by June 20<sup>th</sup>, 2015
  - ii) By June 15<sup>th</sup>, 2015, create a spreadsheet of potential blog topics to ensure maintenance of the blog’s biweekly schedule
  - iii) By June 15<sup>th</sup>, 2015, create a list of topics that should be covered on the blog to establish consistency between posts in the type of content delivered to audiences. Blog topics should include
    - (1) Networking Tips
    - (2) Member of the Month
    - (3) Highlights of a recent ABA event and/or member achievement
    - (4) Entrepreneur Tips
  - iv) Invite ABA members at all meetings from June 2015- July 2015 to compose blog posts for the site or to share blog posts they write for their businesses/for professional branding purposes through cross promotion on the blog page
  - v) When an ABA member offers to contribute blog material, make note of their agreed date of submission of material in a Google calendar. Invite said member to accept an invitation to deliver blog post content
  - vi) Publish each blog post every other Wednesday of each month. Make note of these assigned dates in the Google Calendar on a recurring basis
  - vii) When a new blog post is published, share the link to the page while giving credit to the author as due to the ABA’s Facebook, Twitter, and LinkedIn platforms
  - viii) If an ABA member has not offered to contribute content to the blog, share an article from a site meant to assist entrepreneurs and other business owners on the assigned Wednesday of the month
- b) **Maintain a steady stream of content on Facebook that is both informative and encouraging interaction with target audiences**
  - i) Every Monday, post a motivational quote geared towards business owners/entrepreneurs using the hashtag #MotivationalMonday between 9:00 am-12:00pm

- ii) Every Tuesday, post an article using the hashtag #TipTimeTuesday containing either tips for target audiences or content relevant to the current market of the business industry between 9:00 am-12:00pm. Possible publications for the articles to be drawn from include:
    - (1) [Inc.](#)
    - (2) [Newsday](#)
    - (3) [NY Times](#)
    - (4) [Business Insider](#)
    - (5) [Fast Company](#)
    - (6) [Forbes](#)
    - (7) [Lifhack.org](#)
    - (8) [The Daily Muse](#)
    - (9) [Entrepreneur](#)
  - iii) Every other Wednesday, share the link to a blog post on the ABA website by 5:00 pm, making sure to tag the writer if they have an applicable Facebook profile and/or business page
  - iv) Every Friday, post photos from ABA council meetings, tagging members in the pictures, by 3:00 pm
  - v) Every Friday at 4:00pm, take note of Facebook Analytics information for the week. Compile the data into an “Analytics” folder on a computer of choice for reference
- c) Maintain a steady stream on content on Twitter that is both informative and encouraging of interaction and engagement with target audiences**
- i. Every Monday at 2:00 pm, tweet a motivational quote using the hashtag #MotivationalMonday
  - ii. Every Tuesday at 9:30 am, post a link to an article from one of the publications listed in section (b) ii above. Tag the publication’s Twitter handle and author’s Twitter handle in the tweet when applicable
  - iii. Every other Wednesday, share the link to a blog post on the ABA website by 5:00 pm, tagging the writer if they have a Twitter handle when applicable
  - iv. Every Tuesday and Thursday between 12:00-12:30 pm, scroll through the Twitter feed and engage (i.e. retweet, favorite, and reply) to tweets from people followed to ensure awareness of the ABA brand and encourage interaction with the ABA’s content in the future
  - v. Every Friday at 4:00pm, take note of Twitter Analytics information for the week. Compile the data into an “Analytics” folder on a computer of choice for reference
- d) Maintain a steady stream of content on LinkedIn meant to initiate discussions between members while remaining informative and useful**
- i) Every Monday at 12:00pm, post a discussion question in the ABA group meant to stimulate conversation between members on the subject of networking
  - ii) Every Tuesday at 9:30 am, post a link to an article from one of the publications listed in section (b) ii above.
  - iii) Every other Wednesday, share the link to a blog post on the ABA website by 5:00 pm, mentioning the author along with the shared link as well

- iv) Every Friday at 4:00pm, take note of the LinkedIn Analytics information for the week. Compile the data into an “Analytics” folder on a computer of choice for reference
- e) **Produce multimedia content to share on YouTube and to cross-promote across other ABA-affiliated social channels**
  - i) On the third Monday of every month, take 1 hour to shoot a 2 minute video with a networking tip applicable to ABA members
  - ii) With the permission of members, film at least one member giving a presentation in an ABA meeting at least once during each month
  - iii) With the permission of members, film at least one member after their specific ABA meeting providing a testimonial about their experience in the organization at least once during each month
  - iv) Film any speaking arrangements by Ellen Volpe and/or Gene Brown, the leaders of the ABA
  - v) On the last Friday of every month, upload all video materials collected throughout that particular month. Share the links to these videos across all social channels (i.e. Facebook, Twitter, LinkedIn)
  - vi) It is important to note anyone can shoot all of the above videos on any device (i.e. camera, tripod, mobile device, etc.); the recordings do not need to be of professional caliber. If a video is shot on a mobile device, shoot the recording with the phone angled horizontally
- f) **Encourage overall member participation in the accumulation of social media content both promoting the ABA as well as themselves, in particular through the sharing of multimedia/visual content**
  - i) Tag members when applicable in all posts across all social channels
  - ii) At the beginning of every ABA meeting, mention the organization’s renovated presence on social media, putting all social handles on the whiteboard so members know who to follow/like/what group to join on LinkedIn
  - iii) At the beginning of every ABA meeting, mention the creation of the blog on the ABA website and encourage members to express interest to Ellen Volpe, Gene Brown, or Paxton Mittleman directly at the meeting or via an email to the ABA
  - iv) Have the ABA Social Media Marketer take pictures at all meetings when he/she is present. If the ABA Social Media Marketer is not present, assign one member each meeting to take photos using a mobile device when applicable of meeting discussions, presentations, etc.
  - v) Inform the photographer of each meeting to submit all photos by 9:00pm on the day of the meeting via email with the subject line “**(Insert Council Name Here) Photos (Insert Date Here)**” to [ellen@aba-ny.com](mailto:ellen@aba-ny.com) and [paxtonm@udel.edu](mailto:paxtonm@udel.edu)
  - vi) At the beginning of each ABA meeting, invite members to submit testimonials to the above emails by July 31<sup>st</sup>, 2015. Also encourage members to stay after meetings to shoot a short video giving a testimonial of their experience in the organization to be published on YouTube and shared on Facebook, Twitter, and LinkedIn

- vii) Ask all ABA members to complete a confidential Google form by June 30<sup>th</sup>, 2015 providing their name and any relevant social media handles they would wish to be tagged in whatever content is produced via the ABA relevant to themselves
- g) **Establish a long-term content curation calendar covering all social channels to ensure the effective implementation of the strategic plan over time**
  - i) Compile all information into a private Google Calendar titled “ABA Content Curation Strategy” by June 30<sup>th</sup>, 2015 complete with color-coded sections for each component of the strategic plan as well as 24 hour notifications for materials to be completed
  - ii) The Google Calendar is **confidential** and will only be shared with ABA employees and the ABA Social Media Marketer
  - iii) The information in the Google Calendar is subject to editing and evaluation from June 30<sup>th</sup>, 2015 to August 14<sup>th</sup>, 2015. The Google Calendar will be up for re-evaluation again after December 31<sup>st</sup>, 2015

## 7) **ACTIVITIES**

**\*NOTE: All ACTIVITIES hours occur on a weekly basis. Hours change and are applicable depended on tasks allocated according to the “ABA Content Curation Strategy” calendar**

- a) Upkeep of the blog
  - i) Editing posts (if applicable)- **1 hour**
  - ii) Writing posts (if applicable)- **1 hour**
  - iii) Publishing/sharing posts- **15-20 minutes**
- b) Content curation
  - i) Researching content for #MotivationalMonday and #TipTimeTuesday- **1 hour**
  - ii) Compiling photo albums based on photos taken at ABA meetings and speaking arrangements, tagging people in photos when necessary- **30 minutes**
  - iii) Scheduling content into each platform according to the “ABA Content Curation Strategy” calendar- **15-20 minutes**
- c) Filming multimedia content for YouTube platform
  - i) Filming content for YouTube platforms including testimonials, networking tips, speaking arrangements, and member presentations- **1-2 hours**
  - ii) Editing videos for publishing on the last Friday of each month- **2 hours**
  - iii) Uploading videos on YouTube and sharing across all social channels- **20-30 minutes**
- d) Analytics Compilation Reports from Facebook, Twitter, and LinkedIn- **1 hour**
- e) In-person meeting between relevant ABA employees and the ABA Social Media Marketer to discuss/evaluate progress of the strategic plan while evaluating any possible changes to make- **1 hour**

## 8) **MATERIALS**

- a) Staff: ABA employees and the ABA Social Media Marketer
- b) Permission from ABA members to film/ acquire multimedia content at meetings

- c) Permission from hosts of speaking arrangements to film content at specific venues and/or events
- d) Equipment to film/acquire multimedia content (i.e. camera, tripod, mobile device, etc.)
- e) Written content from ABA members to publish on the blog
- f) A confidential “Analytics” folder to compile all Analytics reports from all social channels
- g) “ABA Content Curation Strategy” Google Calendar
- h) Spreadsheet of a confidential roster of ABA members as well as their social media handles to be shared amongst ABA employees and the ABA Social Media Marketer
- i) Dropbox folder shared between ABA employees and the ABA Social Media Marketer

#### 9) SCHEDULE

- a) The above strategic plan is carried out through June 2015- August 14<sup>th</sup>, 2015
- b) As noted earlier, the “ABA Content Curation Strategy” Google Calendar will be ready by June 30<sup>th</sup>, 2015
- c) On August 31<sup>st</sup>, 2015, a long-term implementation calendar will be started place based on the evaluation and analytics reports compiled throughout the initial time period allocated for execution of this plan

#### 10) EVALUATION

**NOTE: All EVALUATION metrics will take place over the June 2015-August 2015 time period. These metrics will be compared to past analytics reports**

- a) Impact
- b) Reach
- c) Level One Engagement- CHANNEL SPECIFIC
  - i) Facebook- Likes
  - ii) Twitter- Favorites
  - iii) YouTube- Thumbs Up
- d) Level Two Engagement
  - i) All Channels- Comments
  - ii) All Channels- Sharing
  - iii) All Channels- Tagging other users in content
  - iv) All Channels- Mentioning the ABA organically (i.e. without prompting)
  - v) Twitter- Re-tweeting and Replying to content, mentioning the ABA in comments or posts
- e) Total New Member additions to ABA

#### 11) BUDGET

- a) Fees to pay the ABA Social Media Marketer
- b) Fees to pay ABA employees

Questions, comments, or concerns regarding this strategic plan should be directed at Mittleman Marketing via phone at (516) 978-0005 or email at [paxtonm@udel.edu](mailto:paxtonm@udel.edu)