Flowchart for Social Media Integrations across Departments

Here are a variety of ways the social media team can support the efforts of other departments.

Coordinate social media to support activities across campaigns and marketing mediums.

Marketing

Train C-suite executives to use social media to build thought leadership for the organization and establish their personal brand.

C-Suite

Showcase company culture with social media to share brand values.

Human Resources

Social Media

Internal Communications

Develop a social media policy and train employees to discuss the company and their work publicly on social media.

Highlight the stories of employees to help attract applicants.

Use internal social channels to distribute company news to employees.

Customer Service

Public Relations

Social can provide insights on commonly asked questions and customer issues to inform development of FAQs and streamline the customer experience.

Get topic inspiration for social coverage from customer feedback.

Sales

Social media posts and campaigns that gain high levels of engagement can be pitched to earn additional media coverage.

Sales can leverage LinkedIn and B2B channels to research prospects and personalize outreach.