

Sample Social Media Roadmap for Brand X

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Where we left off

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What we learned from the Audit

	Findings	Opportunities
Brand X	<p>Charts and first access to exclusive content, are dominant music-themed topics of conversation in social spaces</p> <p>Conversations about streaming music and artist info often overlap</p>	<p>Brand X can capitalize on its unique assets by placing them (or links to them) in strategic ways within the social spaces</p>
Competitors	<p>While Brand Y dominates in several key topics of conversation, their active presence in social spaces is very limited</p> <p>Brand Z has a distributed social media presence and proactively engages with its community, resulting in significant social equity</p>	<p>Create consistent brand presence across all social media spaces</p> <p>Grow from re-purposed Billboard content in social spaces to actively participating in an expanded dialogue using your unique assets</p> <p>Leverage vast artist info, streaming albums, charts, and Facebook Connect as a differentiator</p>

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Strategy Overview

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Strategic vision

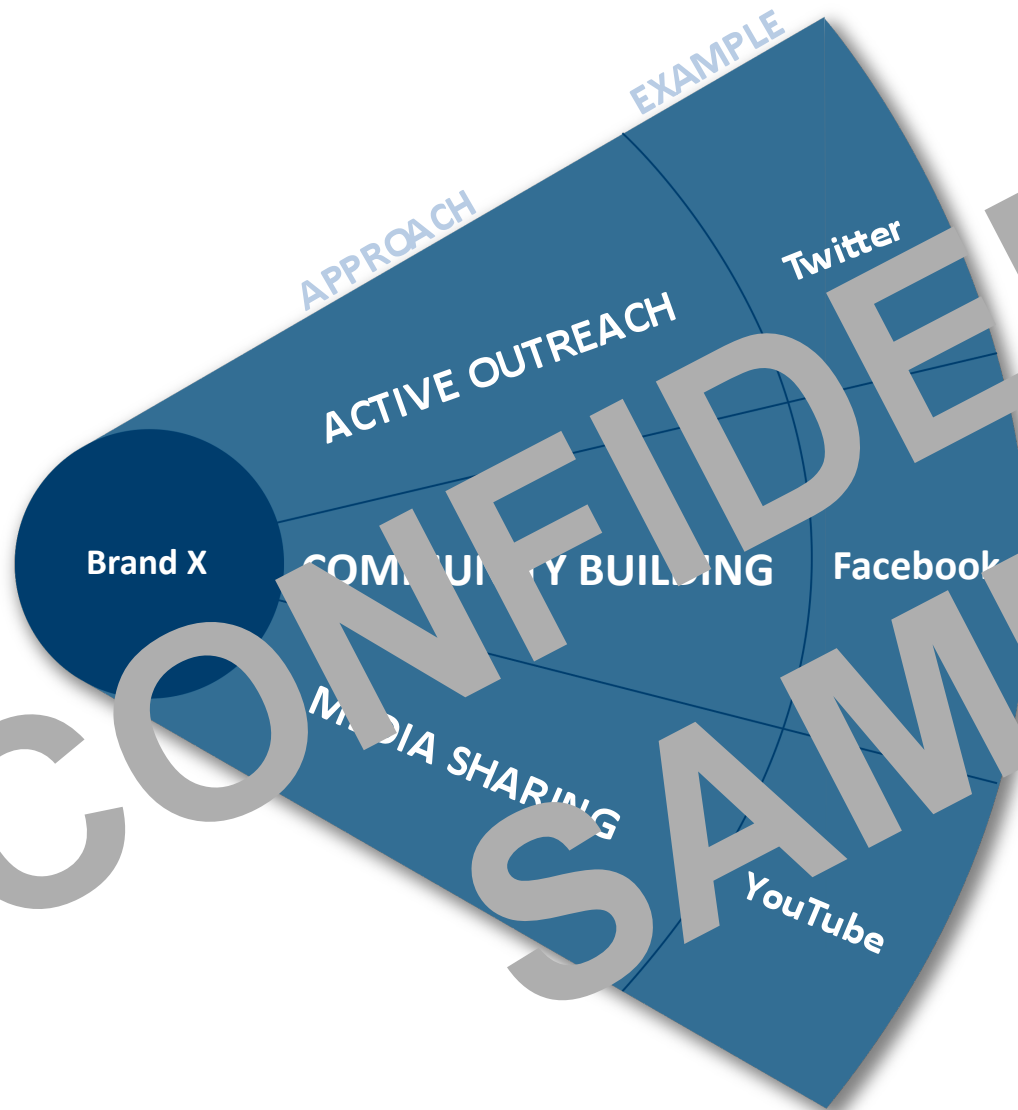
X.com's social media presence will create a **traffic-driving content distribution model**, and produce **engagement opportunities** by mapping **brand assets to appropriate social spaces**, with an emphasis on key Brand X differentiators:

EDITORIAL/CHART CONTENT

FAST INFORMATION

STREAMABLE ALBUMS

Brand X Social Spaces Framework



Active Outreach: Allows for long tail engagement with paid word of mouth and link sharing; content is shared and segmented by musical genre on a one-to-one and one-to-many basis in near real-time

Community building: Focuses on developing social equity in a single space over time; creates a multimedia experience as an extension of Brand X

Media sharing: Distributes unique content to external spaces where that media format is most consumed

Social Spaces Framework Objectives

- 1. Determine what content goes where**
- 2. How to engage differently in each social space (and get results)**
- 3. How to appropriately drive traffic back to X.com**

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Bringing the vision to life

Active Outreach

Objective: An Active Outreach strategy utilizes social spaces to inspire genre-specific dialogue with niche audiences by exposing long tail topics, delivering unique Brand X content, and aggregating 3rd party content. All posts enable links back to X.com content sources to drive traffic.

Spaces

Twitter Genre Feeds
Writer Twitter Feeds
Catch-All Feed
3rd party blogs

Assets

Blog Updates
Brand X Column
Content
Event Info
Writer Commentary
Artist Commentary
Streamable Albums
Artist Q&A/Interviews

Engagement Activities

Participate in genre-specific
Twitter conversations by
following relevant keywords and
using tag topics

Conduct real-time artist
interviews using Twitter

Track concerts and concerts live
via live Tweeting

Perform periodic blogger
outreach around exclusive
content (e.g. artist interview)

Linking Activities

Link to relevant Brand X
columns, genre-specific content,
and streaming albums

Link to Brand X artist info,
album(s)

Link to Brand X event calendars

Link to exclusive Brand X content

Community Building

Objective: A Community Building strategy utilizes social spaces to engage a mass audience around Top 100 artists, deliver mainstream music news and Brand X content, and span all genres. All posts and content items link back to com content to drive traffic.

Spaces

Facebook
Brand Y

Assets

Brand X Apps
&Content
Chart Updates
Streamable Albums
Promotions
Exclusives
Artist Q&A/Interviews

Engagement Activities

Update Facebook wall daily with
fresh content from Brand X

Participate with, and respond to
Facebook Fans and Brand Y Friends
comments

Conduct periodic traffic-driving
contests for Facebook Fans and
Brand Y Friends

Encourage user-generated content
contributions (i.e., concert photos)

Linking Activities

Link to relevant Brand X
columns, music news content,
and streaming albums

Link to Brand X artist info,
album(s), exclusive Brand X
content including videos,
interviews

Link to Brand X promotions and
applications

Link to exclusive Brand X content
including videos, interviews

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Media Sharing

Objective: A Media Sharing strategy utilizes social spaces serving as the epicenter for specific content types by publishing to the social space and X.com simultaneously, providing exclusive content on third party sites and using links back to X.com to drive traffic.

Spaces

YouTube
Flickr

Assets

Brand X Videos &
Photos
Artist Info
Streamable Albums
Event Info

Engagement Activities

Update/Repost content (including exclusives) simultaneously across Brand X and key media sharing spaces (e.g. YouTube)

Respond to user comments

Follow key Channels; comment and participate with other users and Channels; post video replies when appropriate

Linking Activities

Embed links to relevant Brand X artist info and streaming albums

Embed links to Brand X editorial content when relevant

Embed links to exclusive content and additional videos on Brand X that are not published to YouTube