





# Usage of social media in organizations

## **Social Media** Guideline

- Goal of social mediaactivity
- Who is allowed to speak for the organisation?
- Rights of members of the organisation in regard to social media
- Maybe encouragement for members to use social media



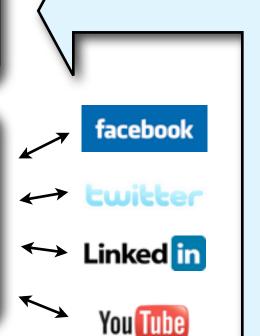
## **Planning**

- Define goals
- Define target group
- · What activities should be done?



### **Action**

- Input: Consume the same media as the target group and find out what they want.
- Interaction: Jump into conversation of target group, offer interactivity in own publications
- Information: Publish news



#### **Measure success**

- Number of users with whom interaction was done
- Calculate the return-on-investment (ROI)
- There is a financial and a non-financial ROI.
- It can take several months before success becomes measurable.