

# A year in the life of a client social media project

Jonathan Briggs,  
the OTHER media,  
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This document is a work in progress but provides a framework for planning a calendar of activities as part of the creation of a social media strategy for a client. It has been published to encourage feedback from other digital professionals and to demonstrate to clients some of the thinking that is necessary to address properly their social media and web presence.

If you use it in your own work or have suggestions for its improvement then please let us know.

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## Introduction

This is part of our on-going project exposing our thinking around social media projects.

We get asked often what is actually involved with running a social media strategy and to help people understand we have put together what a typical year might look like in terms of projects, timescales and effort involved.

Here are some of our assumptions and notes:

1. The project outlined is not one for a actual client but illustrates the types of work we would expect to do for most clients. It assumes a multi-channel strategy including Facebook, Twitter, YouTube and the client's own site.
2. The strategy investment must be front-loaded to allow for the channel setup on Facebook, Twitter, YouTube and on the client site. Reporting and monitoring tools need to be chosen and installed.
3. The client will still be in charge of generating most of the content. We as an agency are responsible for the tempo and management of their strategy but they need to select the individual projects and actions.
4. There must be scope for changing the entire calendar as events occur and regular client meetings need to review progress. We have included a more formal report back against ROI every 3 months.
5. Time is split between discrete projects and on-going fan acquisition and management of the conversations. The figures below show only the agency work involved. A similar investment will be needed from the client.
6. The time quoted is in days and would be charged at a blended agency rate. Many different people would be involved including designers, developers, project and account management plus our strategy team.
7. The level of effort would of course depend on the client and on the budgets available. We believe that to be properly integrated within the overall client business (and generate significant ROI) the levels shown below represent the low end of what is possible.
8. For some clients the introduction of a social media strand to their ecommerce or visitor engagement project will be transformative and will require them to rethink both their existing sites and perhaps even their business
9. Key to the work involved is the generation of social value for the client and tracking and measurement are central to how we run these types of project.

## Planning calendar for a multichannel social media project

Month	Projects	Days	On-going (daily/weekly)	Days	Total
1	Setup Benchmarking Launch content	12	Fan Acquisition Signposting (20-30 mins a day)	3	15
2	Archive highlights (YT, FB, TW)	3	Acquisition Handling criticism Replying to messages	3	6
3	Competition (member get member) launched on site, promoted on TW, FB	3	Acquisition Signposting Monitoring and reporting against ROI	2	5
4	Top lists, charts or useful facts (site + FB, TW)	2	Acquisition Discussion around a topic	3	5
5	Interesting survey including publishing results (site + TW/FB)	3	Acquisition Finding new connectors and engaging with them	3	6
6	User generated content (YT + TW, FB promos)	4	Acquisition Signposting Monitoring and report against ROI	2	6
7	Repackaging site content with a new twist (site + TW)	2	Acquisition Discussion around a topic	3	5
8	Competition with user generated content elements (Bebo)	5	Change in acquisition strategy because of new tools	3	8
9	Behind the scenes (pts 1, 2, 3 & 4) (site, YT/TW)	3	Acquisition Signposting Monitoring and report against ROI	2	5
10	Guest/celebrity posts (site, FB + TW)	2	Acquisition linked to celebrity	2	4
11	React to an event in the outside world (site, YT, FB, TW)	6	Acquisition and signposting linked to event in the outside world	3	9
12	Progress report on live event (site, YT, FB)	3	Acquisition Signposting Monitoring and report against ROI	3	6
Totals		48		32	80