

SOCIAL MEDIA

STRATEGIC PLAN

PREPARED BY: MIKAHILA BLOOMFIELD LINDER
JULY 8, 2020

BRAND GOALS

OBJECTIVE:

Introduce followers to talent, luxury imagery, and diverse perspectives across fashion, film, art, and beauty—driving website clicks, email sign-ups, and overarching KPIs across social platforms.

KEY PERFORMANCE INDICATORS:

- Audience Growth Rate
- Average Engagement Rate
- Impressions
- Reach
- Social Share of Voice (W mentions compared to competitors)
- Amplification Rate (shares, retweets, repins and regrams)

*W is an **ESCAPE** from the ordinary.*

*A place where **OUTSIZED DREAMS** and
INSIDER ACCESS INSPIRE, SURPRISE
AND DELIGHT.*

*Across fashion, film, art and beauty,
W CREATES STORIES through **BREATHTAKING**
IMAGERY that **STIMULATES** the senses
and **CHALLENGES EXPECTATIONS.***

***UNBOUND** by convention,
*W dares to go **BOLDER**, push **FARTHER***
and shape a world where **PASSION** rules.*

INSTAGRAM

STRATEGIC PURPOSE:

- Provide insider access and information
- According to Facebook, during big cultural events, people go to *Facebook* for reactions and opinions and to *Instagram* for an **insider's perspective**

GROWTH TACTICS:

Posting in feed 3-5 times a day

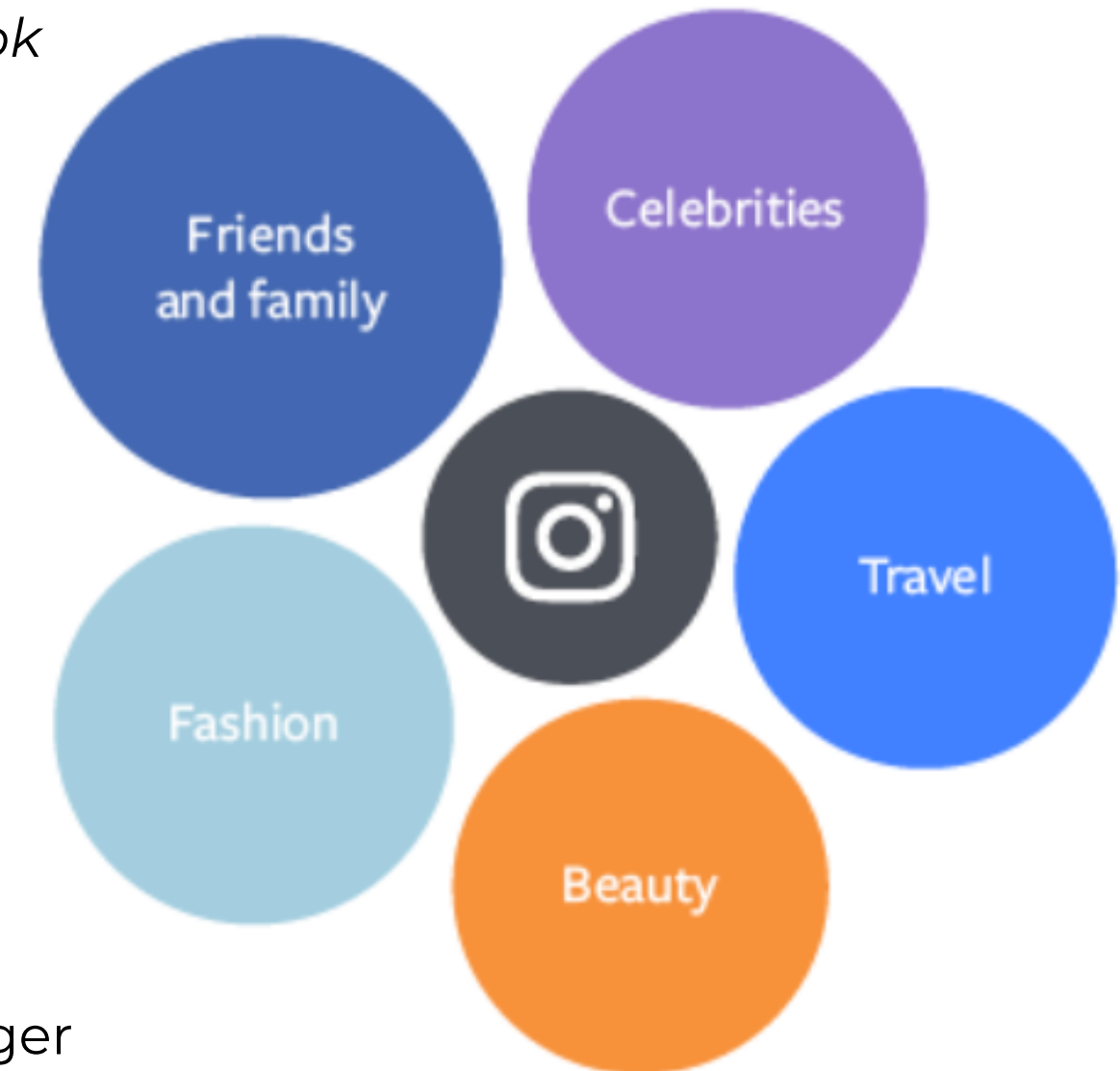
- Leverage community of insiders to engage with, and lend authority to content
- Use images that create a clean, cohesive brand story

Posting 8-10 stories each day

- Utilize polls and question stickers to discover what the audience wants more of

AUDIENCE INSIGHTS:

- Post videos in the evening when users tend to commit more time to longer format content
- Currently, Instagram is prioritizing accounts that post video



FACEBOOK

STRATEGIC PURPOSE:

- Share opinion-driven articles and content

GROWTH TACTICS:

- Actively participate in big cultural moments
- Leverage media personalities to host FB live watch parties
- Share website content based on social listening tools (e.g. [BuzzSumo](#))

AUDIENCE INSIGHTS:

- Facebook users expect exposure to new ideas and new ways of thinking
- Men are more likely to use Facebook to RSVP to events or join special interest groups



TIKTOK

STRATEGIC PURPOSE:

- Brand promotion, showing users how the magazine and art (music, fashion, etc.) are made

GROWTH TACTICS:

- Partner with aesthetically-aligned TikTokers
- Maintain a daily posting and engagement schedule for at least 3-months to benchmark goals and objectives

AUDIENCE INSIGHTS:

- The hashtag *#artistsoftiktok* has over 5.5 Billion Views, TikTok videos have a longer shelf-life on hashtags compared to on Instagram
- Creative and high-quality *transitions* drive engagement



REPACKAGING & REPURPOSING

STRATEGIC PURPOSE:

- Cross-pollinating content that will perform well on several platforms

GROWTH TACTICS:

- A/B testing copy and corresponding assets
- Collaborating with talent that have large niche audiences where content will perform best

AUDIENCE INSIGHTS:

- Repurposing content across platforms can improve SEO
- Repackage content in the dimensions and style appropriate to the platform for seamless user experience

