



Twelve Ways to Protect Your Brand **Through** **Channel Management**

Better, Not More Content

In today's world of autogenerated content, there is a thought process that more is better.

Honestly, more can be less effective if it is not on point, hyper-focused on intended audiences and perceived as valuable.

Content is one place where quality matters, and quality takes time and effort. It also gains better results.



Don't Be Everywhere Unnecessarily

Being visible on every platform can be counterproductive.

Be where your audience is looking for you and speak to them in the language of that channel.

Know your brand

It is vital that you, your teams, stakeholders and vendors understand:

- Who you are
- What you do
- Who you do it for
- Why you do it
- And why those you do it for see the value in what you offer them

You need to tell this story often and ensure everyone can relate to it, value it, and repeat it.

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Have content that is valued and valuable

Provide content and idea samples to share with your teams that are not too stuffy or corporate and can be shared easily on a variety of platforms.

Do not say the same thing the same way on all platforms; you will sound redundant.

Create consistent social branding

Create header images for various platforms so employees can brand their pages. Make sure to create 2-3 options per platform and update yearly so that people have choices that are on brand with current messaging.



Champion those who champion you

Follow employees, and comment, and share on your company pages when they post about the company.

Let them shine.

Create a Social Calendar

Have a specific calendar of what is shared when and on what platforms weekly and monthly making sure you are on-brand and on-message.

Make sure everyone in the organization is aware of the calendar and has a specific folder where people can download the latest content to share.



Be Innovative

Have one platform that is more playful and experiment with different content there.

Use this as a testing ground for new content, read the comments and engage with people online to find out what they like and do not.

Listen and Respond to Your Audience

Make sure you have qualified and trained people able to respond in a timely way to comments on posts.

Do not ignore them.

When we ignore our social feeds, people ignore us.



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Build a Tribe

Ask questions, listen, and provide information that they find valuable.

Give people reasons to engage with you. Enable them to be passionate about your brand and share your content with others like them.

Know Your Competition

Be aware of your competition's social, and don't be afraid to engage if it makes sense.

Look at how McDonald's and Burger King engage with each other.

Ignoring the elephant in the room can leave you marginalized.

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Fix Mistakes

We are all going to make mistakes, it is human nature.

When you make a mistake, acknowledge it, correct it and learn from it.

People will forgive honest mistakes; however, they will not forgive people hiding from them.



Let's Talk!

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