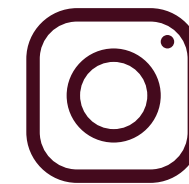
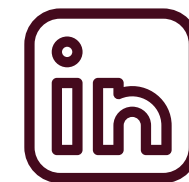
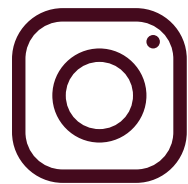


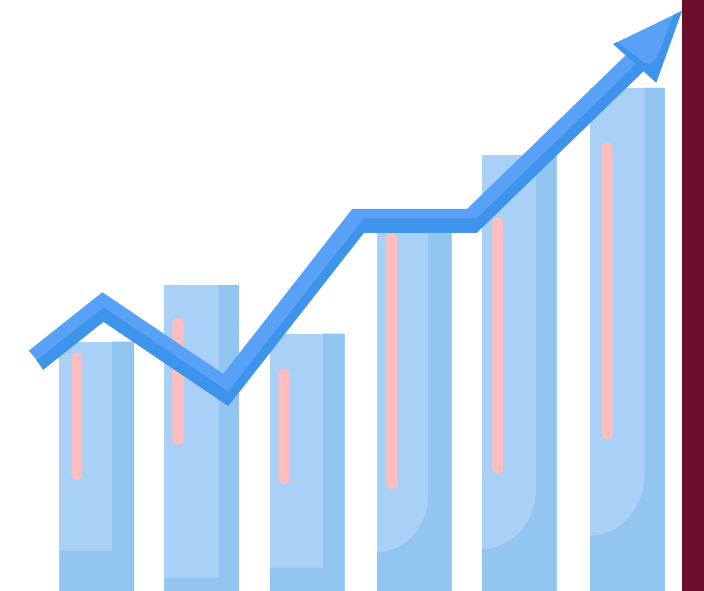
# Sonya Lennon Social Media Strategy

A Strategy to Improve Sonya's Social Media Efforts



# 3 Benefits of Developing a Social Media Strategy

- 1. Increased brand visibility:** Significantly boost brand visibility by reaching a larger audience and increasing brand awareness through targeted content and advertising.
- 2. Improved customer engagement:** Enables businesses and creators to actively engage with their customers, fostering relationships, and gathering valuable feedback.
- 3. Enhanced market insights:** Gather valuable market insights by monitoring conversations, trends, and customer preferences to help you make informed decisions and stay ahead of the competition.



# Social Media Strategy Steps

**Step 1** - Internal Audit.

**Step 2** - Identify Target Audience and their Needs.

**Step 3** - Set Achievable Goals.

**Step 4** - Be Active and Engaging Online.

**Step 5** - Track Your Results.



# Internal Audit

## What is working?

- **Consistent Posting** - There has been a high level of consistency of a variety of posts; from reels and images on Instagram to written posts and videos on LinkedIn. More consistency on Instagram.
- **High Quality Content** - The majority of the content is of a high quality - particularly many of the professional images and videos on instagram plus well-written posts on LinkedIn.



# Internal Audit

## What needs to improve?

- **Poor Engagement** - For a pages with over 20,000 and 15,000 followers, the engagement rate is extremely low. It shows there is a disconnection between the content and the followers. Also, the quality of a few of the selfie videos is quite low.
- **Lack of Clear Direction** - Linked to the point above. Although there is a wide variety of content; from promotion of the fashion brand to equal rights posts, there doesn't seem to be a clear plan and direction.



## Identify Target Audience and their Needs

### »» Who is our Ideal Customer?

If we want to build a relationship with our audience, we need to know who they are. In order to identify our ideal audience member, we need to create **Archetypes**. **Archetypes** describe patterns of behaviors, attitudes and motivations shared between people.

We can give our target Archetype a title and description to help us understand their needs.



Professional Fashionlover

The 'Professional Fashionlover' is a confident and ambitious professional woman in her mid-thirties to mid-fifties, living in Ireland. She is passionate about fashion, values workplace equality, and is committed to personal development. The 'Professional Fashionlover' is likely to hold a mid to senior-level position in her career, appreciating the importance of leadership and equality in the workplace. She actively seeks inspiration and guidance from individuals who align with her values.



## Identify Target Audience and their Needs

### »» What does the Professional Fashionlover NEED?



Professional Fashionlover

- **Empowerment and Work-Life Balance:** Sonya can share personal stories and insights on achieving a work-life balance, emphasizing the importance of empowerment in various aspects of life.
- **Workplace Equality Advocacy:** Content on LinkedIn can focus on updates, success stories, and challenges related to Work Equal, offering actionable insights to address workplace inequality.
- **Fashion Inspiration:** Instagram posts can showcase the fashion brand Lennon Courtney, featuring workwear that reflects style and professionalism, addressing the fashion concerns of the target audience.
- **Community Building and Impact:** Sonya can encourage engagement through interactive content, discussions, and collaborations, fostering a community of individuals committed to positive change in the workplace and beyond.



## Identify Target Audience and their Needs

### ➤➤ **When Might we Interact With our Ideal Customer? How do Principles Help us Communicate a Consistent Message?**

Interactions are any moment a brand engages with an audience member..  
In order to build a strong relationship with our audience, all our interactions need to be **consistent** and **meaningful**.

In order to remain consistent and valuable through our use of social media and all our interactions, we need the right **principles** to **guide** our interactions, enabling us to make decisions that the target audience will find meaningful.



## Identify Target Audience and their Needs

### ➤➤ Developing Clear Principles Based on Your Audience's Needs



Professional Fashionlover

Because Professional Fashionlover needs...	The experiences must be...
Wants to experience <b>Empowerment and Work-Life Balance</b>	Holistic
Wants to experience <b>Workplace Equality Advocacy</b>	Empowering
Wants to experience <b>Fashion Inspiration</b>	Informative and Practical
Wants to experience <b>Community Building and Impact</b>	Meaningful and Inclusive



# Identify Target Audience and their Needs

**What Activities is the Professional Fashionlover likely to be involved in?**

Activities capture the actions and goals of a customer across their end-to-end experience, from their point-of-view.

Understanding their potential activities will ensure Sonya has engaging content for her target customers.



Professional Fashionlover

	DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
Activities	Get Inspired	Read Reviews	Assess Cost	Purchasing clothing or Engaging in worksops	Review Experience



## Identify Target Audience and their Needs

➤➤ **What Features should Sonya Include across her Social Media Platforms?**




Professional Fashionlover

Stages  
Activities  
Interactions

DREAMING	PLANNING	BOOKING	EXPERIENCING	SHARING
Get Inspired	Read Reviews	Assess Cost	Purchasing clothing or Engaging in workshops	Review Experience
Consistent High quality picture and video content	Authentic reviews by trusted celebrities/influencers and strong brand positioning	Use a smart pricing strategy - products/services should be worth the price	Reposting user-generated content to encourage posting	Review and Rating Options - Text or Media

Experience Principles: **Holistic, Empowering, Informative/Practical, Meaningful/Inclusive**

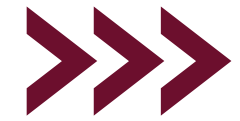




LENNON COURTNEY  
— & —  
KILKENNY DESIGN

# Set Achievable Objectives

## STEP 3



It is essential for all objectives to be **SMART** - **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-bound. SMART goals are essential for tracking meaningful Metrics/Key Performance Indicators. Examples:

- **Increase Instagram Followers:** Grow to 30,000 followers by 31st March, 2024.
- **Increase Instagram Engagement:** Achieve an average of 2,000 likes on each post within 4 months.



# Be Active and Engaging Online

## STEP 4

- »»» Great Content is **Findable**.
- »»» Great Content is **Shareable**.
- »»» Great Content is **Usable**.
- »»» Great Content is **Memorable**.
- »»» Great Content is **Quotable**.
- »»» Great Content is **Actionable**.
- »»» Great Content is **Readable**.
- »»» Great Content is **Measurable**.



# Be Active and Engaging Online

## STEP 4

### LinkedIn Content Strategy

- **Position Sonya as a Thought Leader:** Share insights, experiences, and perspectives that establish Sonya as an authority in fashion, equality advocacy, and positive aging.
- **Promote Work Equal:** Showcase the initiatives, achievements, and ongoing efforts of Work Equal to engage the LinkedIn community in discussions around workplace equality.
- **Highlight Professional Achievements:** Showcase Sonya's professional milestones, awards, and contributions to the industry to enhance her credibility and influence.
- **Educate on Diversity and Inclusion:** Share content that educates the audience on diversity and inclusion in the workplace, leveraging Sonya's expertise in the field. >>

# Be Active and Engaging Online

## STEP 4

### LinkedIn Weekly Content Calendar Sample

- **Monday: Thought Leadership**

**Post Type:** Long-form written post

**Content:** Share a personal reflection or insight related to positive aging, empowerment, or a recent industry trend. Encourage engagement through thoughtful questions.

- **Tuesday: Work Equal Update**

**Post Type:** Visual (Infographic or Carousel)

**Content:** Highlight recent achievements, upcoming events, or success stories related to Work Equal. Include a call-to-action for followers to get involved or share their thoughts.



# Be Active and Engaging Online

## STEP 4

### LinkedIn Weekly Content Calendar Sample

- **Wednesday: Professional Milestone**

**Post Type:** Image with Caption

**Content:** Share a photo or image related to a recent professional achievement, award, or recognition. Write a brief caption expressing gratitude and acknowledging the journey.

- **Thursday: Diversity and Inclusion Spotlight**

**Post Type:** Article/LinkedIn Pulse

**Content:** Share a detailed article or LinkedIn Pulse post discussing a specific aspect of diversity and inclusion in the workplace. Include practical tips or insights for individuals and businesses.



# Be Active and Engaging Online

## STEP 4

### LinkedIn Weekly Content Calendar Sample

- **Friday: Fashion Friday**

**Post Type:** Carousel or Video

**Content:** Showcase the latest designs or collections from Lennon Courtney, with a focus on work-appropriate fashion. Share styling tips and encourage followers to share their own fashion choices.

- **Saturday: Community Engagement**

**Post Type:** Poll or Question

**Content:** Create a poll or ask a question related to a current topic in the industry or social issues. Encourage followers to share their opinions and engage in constructive conversations.



# Be Active and Engaging Online

## STEP 4

### Engagement Strategy

- Respond promptly to comments and messages.
- Encourage followers to share their stories and perspectives.
- Collaborate with influencers or organizations aligned with Sonya's values.
- Use relevant hashtags to increase visibility.



# Be Active and Engaging Online

STEP 4

## Instagram Content Strategy

### 1. Showcase Lennon Courtney Fashion:

- Feature the latest designs, behind-the-scenes looks, and styling tips.
- Emphasize the brand's commitment to fashion, professionalism, and style.

### 2. Highlight Positive Aging and Empowerment:

- Share content that celebrates positive aging, self-empowerment, and confidence.
- Engage followers with relatable and inspiring messages.

### 3. Promote Work Equal in a Visual Way:

- Use visuals and stories to convey the impact of Work Equal initiatives.
- Encourage participation and support for workplace equality.



# Be Active and Engaging Online

## STEP 4

### Instagram Weekly Content Calendar Sample

- **Monday: Style Inspiration**

**Post Type:** Carousel or Video

**Content:** Feature a curated collection of Lennon Courtney outfits suitable for the week. Include styling tips and encourage followers to share their own fashion choices using a dedicated hashtag.

- **Tuesday: Empowerment Quote**

**Post Type:** Image with Quote

**Content:** Share a powerful quote related to empowerment, confidence, or positive aging. Encourage followers to share their thoughts and experiences in the comments.



# Be Active and Engaging Online

## STEP 4

### Instagram Weekly Content Calendar Sample

- **Wednesday: Work Equal Wednesday**

**Post Type:** Instagram Stories or Carousel

**Content:** Highlight a specific Work Equal initiative, share success stories, or showcase the impact of the organization. Include a call-to-action for followers to get involved or share their support.

- **Thursday: Throwback Thursday - Professional Journey**

**Post Type:** Image or Carousel

**Content:** Share a throwback photo or series highlighting significant milestones in Sonya's professional journey. Provide a brief caption reflecting on the experiences and lessons learned.



# Be Active and Engaging Online

## STEP 4

### Instagram Weekly Content Calendar Sample

- **Friday: Fashion Feature Friday**

**Post Type:** Reel Video

**Content:** Create a short video featuring a fashion tip, behind-the-scenes look at the design process, or a Q&A session related to Lennon Courtney fashion. Encourage audience interaction through comments.

- **Saturday: Community Spotlight**

**Post Type:** User-Generated Content (UGC)

**Content:** Feature a follower's photo wearing Lennon Courtney or a post related to positive aging and empowerment. Use this day to celebrate and engage with the community.



# Be Active and Engaging Online

## STEP 4

### Instagram Engagement Strategy

- Respond to comments and direct messages promptly.
- Run occasional Instagram contests or challenges related to fashion or empowerment.
- Utilize Instagram's interactive features, such as polls and questions, to engage followers.
- Collaborate with influencers or individuals aligned with Sonya's brand.





# Track Your Results

## STEP 5

### Key Performance Indicators (KPIs)

- **Follower Growth Rate:** Monitor the monthly increase in followers.
- **Engagement Rate:** Track likes, comments, and shares on posts.
- **Thought Leadership:** Measure the number of mentions and profile views.
- **Content Reach:** Analyze the reach of posts through impressions and shares.



# Track Your Results

## STEP 5

**What should I continue doing?** Best tracked after 3 months of consistent posting.

<b>Instagram/LinkedIn</b>
<b>What's working:</b>
<b>Why is it working:</b>
<b>Action items:</b>



# Track Your Results

## STEP 5

**What should I STOP doing?**

<b>Instagram/LinkedIn</b>
<b>What is not working:</b>
<b>Why is it not working:</b>
<b>Action items:</b>



# Track Your Results

## STEP 5

**What should I START doing?**

<b>Instagram/LinkedIn</b>
<b>What can I do:</b>
<b>Why will it work:</b>
<b>Action items:</b>





**Thank You**