

VISION

TSIA's social media presence exists to make TSIA *the* trusted sense-maker for technology services leaders.

Our vision is to own LinkedIn and YouTube as authoritative, human, and insight-led platforms that:

- Clarify what's happening in the market (AI, services, revenue, CX, operations)
- Translate research into practical leadership guidance
- Build trust with members, prospects, and partners *before* they ever convert

Social media is not the destination. It is the **visibility and amplification layer** that consistently drives audiences back to TSIA's owned ecosystem (website, research, portals, events, and membership).

Success looks like:

- TSIA is recognized as an authority figure in tech services strategy
 - Executives and researchers are recognizable thought leaders in their domains
 - Content feels human, useful, and timely—not promotional or automated
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OBJECTIONS

The objectives of TSIA's social media strategy are to directly support business growth, authority, and long-term trust.

Primary Objectives

- Establish TSIA as the authoritative voice in technology services strategy
- Increase qualified traffic back to TSIA-owned properties (website, research, portals, events)
- Support GTM initiatives (AI Economics, Performance Optimizer, research areas)
- Build sustained familiarity with TSIA researchers and executives
- Pre-frame member and prospect pain points before sales or nurture engagement

Secondary Objectives

- Increase engagement quality (comments, saves, shares—not just impressions)
- Grow executive and researcher personal brands in alignment with TSIA
- Extend reach through partners, podcasts, and influencers (other thought leaders)
- Improve content efficiency through structured repurposing

What This Is Not

- Social media is not the primary content host
 - Social media is not optimized for virality at the expense of credibility
 - Social media is not a standalone demand channel
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METRIC GOALS

These goals are intentionally conservative and designed to signal progress without tying success to volatile platform reach.

Primary goals:

- Increase social-driven website sessions by **~10% YoY**
- Achieve at least **1 meaningful comment thread** (3+ comments) per week on LinkedIn
- Publish **2–4 long-form videos per month** consistently
- Increase follower growth of **8–12% annually** on LinkedIn

Secondary goals:

Traffic & Conversion Signals

- Maintain or improve social-assisted conversion rate to key assets (blogs, webinars, reports)
- Consistent month-over-month growth in post link clicks (no hard spikes required)

Engagement Quality

- Maintain average LinkedIn engagement rate at or above current baseline
- Increase comments and shares as a percentage of total engagement (quality over volume)

Video Performance

- Maintain video completion rates within current historical range
- Gradual increase in average watch time quarter over quarter (directional, not fixed targets)

Audience Growth & Familiarity

- Increased recognition of researchers/executives measured by:
 - Repeat commenters
 - Direct mentions or tags
 - Engagement on executive-shared posts

Newsletter & Owned Channel Signals

- Steady month-over-month LinkedIn newsletter subscriber growth
- Newsletter-driven traffic showing higher time-on-page vs. average social traffic

Employee Advocacy

- 5–8 executives/researchers consistently at Level 2 engagement
- 2–3 executives/researchers regularly posting Level 3 original or reframed content
- Increase engagement rate on posts with executive amplification vs. brand-only posts

Measurement Principle Success is evaluated on trend direction and consistency, not isolated viral wins.

STRATEGY

Platform Strategy

Primary Platforms

- **LinkedIn** – Primary discovery, authority, and traffic driver
- **YouTube** – Primary video library and long-form content hub

Secondary Platforms

- **X (Twitter)** – Pending survey validation
- **Reddit** – Passive visibility and reach (monitoring + selective participation)

Time Allocation

- LinkedIn: Highest investment
 - YouTube: Medium investment (growing toward primary)
 - X: Lowest investment
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Content Philosophy

- Social media does not host original long-form written content
- Everything leads back to TSIA-owned properties
- Content is insight-first, not promotion-first (80/20 rule)
- Repurposing is intentional and systematic

Social exists to:

- Inform
 - Educate
 - Entertain (lightly)
 - Build community
 - Humanize TSIA
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Authority & Trust Strategy

1. Research-backed POV – Patterns, benchmarks, and “what leaders should do next”
 2. Executive & Researcher Visibility – Faces, voices, opinions
 3. Consistency over virality – Familiarity builds trust
 4. Human framing – Speak *to* leaders, not *at* them
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Employee Advocacy Strategy

Goal: Increase thought leadership reach and trust through personal brands

Engagement Levels

- **Level 1:** Like TSIA posts (baseline participation)
- **Level 2:** Comment or repost TSIA content with light framing
- **Level 3:** Original posts, POVs, and audience-specific thought leadership that drives back to TSIA

Focus Groups

- Priority amplification: JB, Thomas, George
 - Secondary amplification: Martin, Jerome
 - Bi-weekly cadence is the minimum viable goal
 - Executives should frame reposts as “why this matters now”
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NEW Influencer & Ecosystem Strategy

- Partner webinars promoted through LinkedIn (with UTMs)
- Podcast guests and external thought leaders extend reach into new networks
- Influencer marketing focuses on **loyalty and trust**, not follower counts
- Learn from models like Jason Lemkin: daily presence, embedded in community

Newsletter Strategy (LinkedIn)

Position LinkedIn newsletters as TSIA's **synthesis layer**, not recaps.

Key principles:

- Pattern recognition over summaries
- Action-oriented insights
- Framing exclusivity through value, not gating

Tactics:

- Feature newsletter in LinkedIn Featured section
 - Rotate placement in TSIA link hub
 - Repurpose newsletter insights into carousels and stat visuals
 - Encourage executive sharing with personal context
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TACTICS

Video Strategy

Long-Form Video (YouTube + LinkedIn)

- 2–4 videos per month
- 2–5 minutes each
- Embedded in blogs and resource pages
- Evergreen playlists ("What is...", "State of...", "Top Trends")

Short-Form Video (YouTube Shorts + LinkedIn)

- 5–10 per month (1–2 per week)
- Sources: podcasts, webinars, AIE, keynotes

Core Video Formats

- "What is ___?" (under 60 seconds)
- Keyword explainer videos
- Portal walkthroughs / product demos
- SLT trend or prediction videos (<10 minutes)
- Simple question responses (e.g., "How do we define Agentic AI?")
- Motion-graphic explainer series

NEW Gong → Social Pipeline

- Mine Gong calls for recurring member questions
- Repurpose questions into:
 - Social posts
 - Short videos
 - Blog tie-ins
- Link responses back to TSIA Intelligence

Project: *Dear TSIA* – real member questions, answered publicly

LinkedIn Content Cadence

Weekly

- Blog promotion
- Podcast short-form clips
- Webinar promotion (live + on-demand)
- Campaign promotions (AIE, ebooks)
- Testimonials
- Insights roundups (blogs, podcasts, ebooks)
- Infographics derived from research

Monthly

- Top / Upcoming webinars
 - “Your Weekend Reads”
 - Advisory Boards (1–2x)
 - LinkedIn Newsletter: *TSIA Takeaways*
 - TSIA Intelligence highlights
 - Performance Optimizer newsletter
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Measurement Focus

We measure success by behavior change, not just post-performance:

- Are leaders recognizing TSIA researchers by name?
- Are comments reflecting role-specific pain points?
- Are audiences moving from social → site → deeper engagement?

Bottom Line:

TSIA's social media strategy is about *clarity, consistency, and credibility*. We don't chase trends—we interpret them for leaders and guide them toward action.