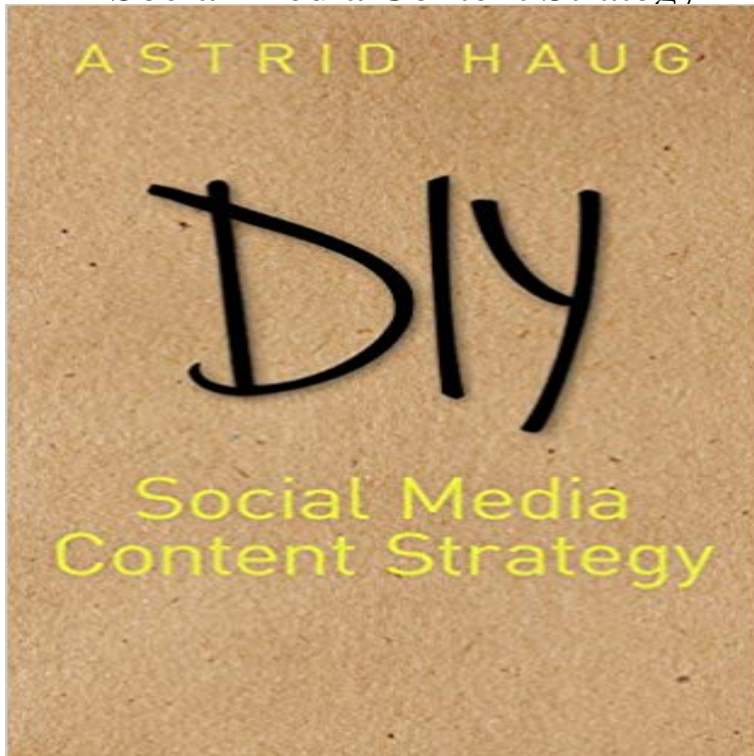


DIY Social Media Content Strategy



Lets give people something to talk about! This book is your guide to creating a social media content strategy for your company, organization or personal brand. It addresses the most common challenges that businesses will find when dealing with social media. How do we create enough content to keep our social media alive? How do we increase engagement? And how do we measure the ROI? With the easy-to-use models in this book, you will be able to do-it-yourself when it comes to creating an effective content strategy for social media. The book is divided into five chapters; how to find your purpose, be relevant, create great content, plan and measure your efforts and how to get the organization on board. It contains a wide range of cases you probably havent heard before, featuring Scandinavian brands like JYSK, Sostrene Grene, Northside Festival, Jyske Bank and Southern University of Denmark.

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