



## Digital Social Media Strategy

### Creating expert reviews

**Architecting valuable content with social media**

Getting social media right is challenging. Many blogs go unread, many forums remain silent and many brand managers waste their time and budget by focusing energy in the wrong direction. Harnessing consumer involvement in product reviews demands understanding the nature of participation and having the right approach to content. Expert reviews should be at the heart of content strategies that rely on translating consumer comments into something meaningful for others to review. These social media strategy notes provide a simple template for getting the right framework in place for expert reviews. Around the expert reviews, simpler participation such as ratings, tag clouds, reviewer ratings and secondary consumer comments can easily be incorporated.

# **Social media strategy**

## **Architect quality conversations**

# Approaching 'expert' reviews

- Getting social media right is challenging
- Harnessing consumer involvement for product reviews demands getting the framework for participation right
- Expert reviews should be at the heart of content strategies
- They translate consumer comments into something meaningful for others to review
- These social media strategy notes provide a simple template for getting the right framework in place for expert reviews
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# Process for building successful reviews

## Using expert reviews in social media

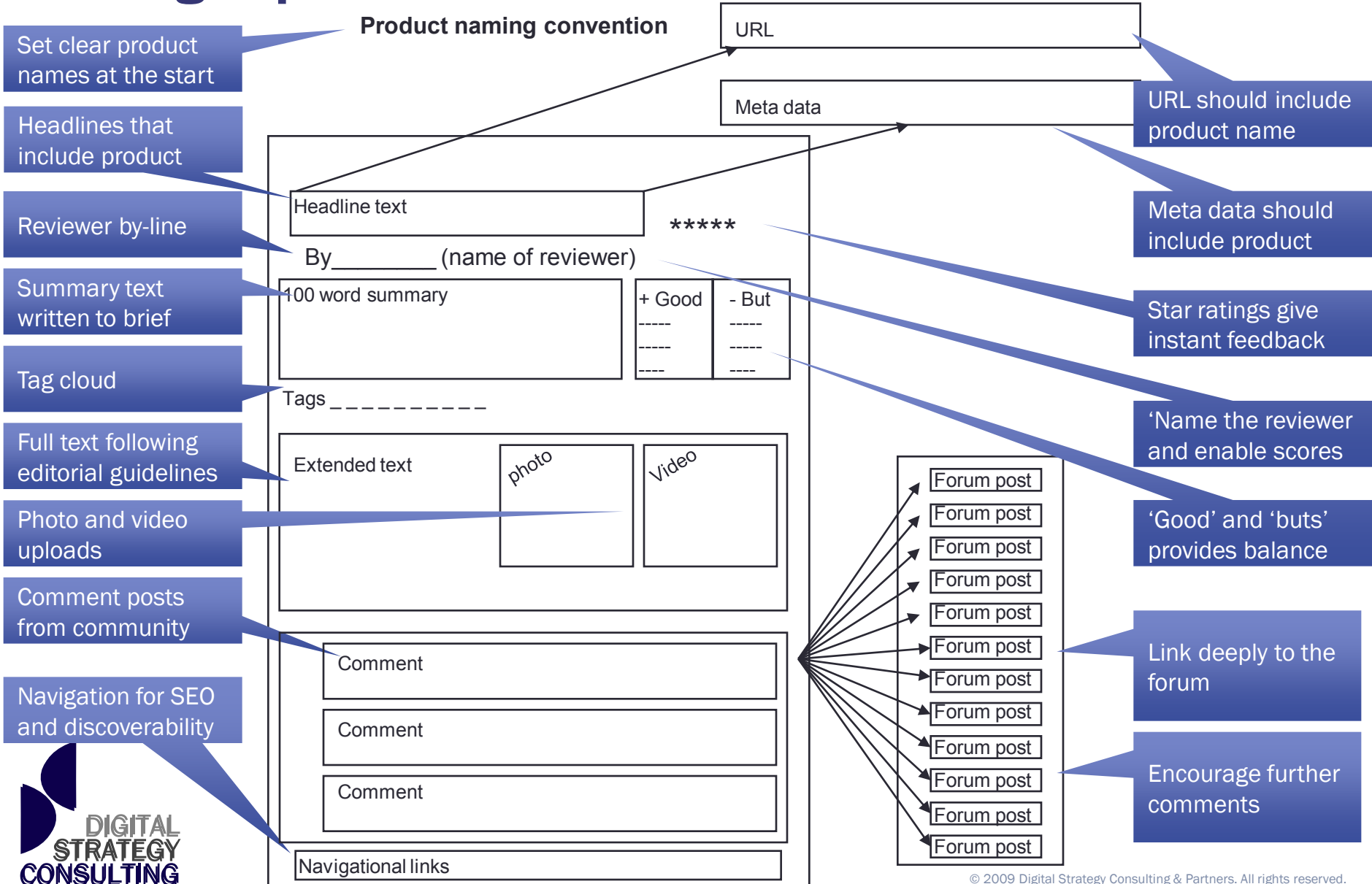


## Process for building successful reviews

# Using expert reviews in social media

1. Establish the commercial goals of the site
2. Translate these into content development goals
3. Build the content strategy
4. Identify the products and the naming convention
5. Create the site architecture, URLs, meta data and tagging conventions
6. Establish editorial guidelines and policies for reviewers
7. Build the framework for the expert review content platform
8. Recruit the reviewers
9. Encourage comment and participation
10. Encourage wider dissemination of the links and content

# Schematic of core architecture Using expert reviews in social media



# More information...

## Publishers

- Digital Publishing Strategy Academy
- Digital publishing strategy development

## Social media marketers

- Digital Social Media Academy
- Digital social media strategy development
- [DigitalTrainingAcademy.com/socialmedia](http://DigitalTrainingAcademy.com/socialmedia)

## Additional support

- [Email Team@DigitalStrategyConsulting.com](mailto:EmailTeam@DigitalStrategyConsulting.com)

**No strategy?**  
**No conversation.**





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