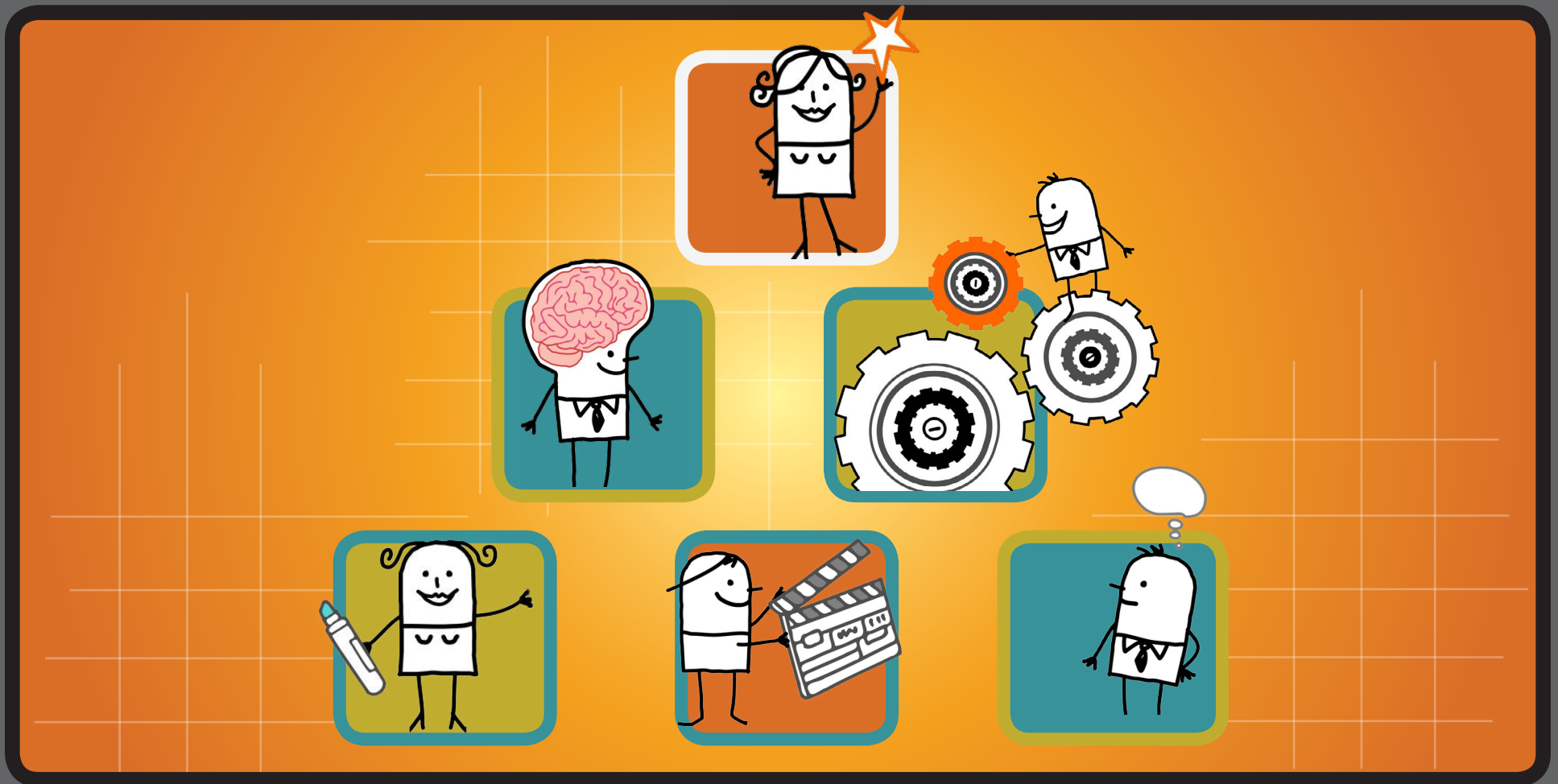


# HOW TO BUILD AN AGILE SOCIAL MEDIA TEAM

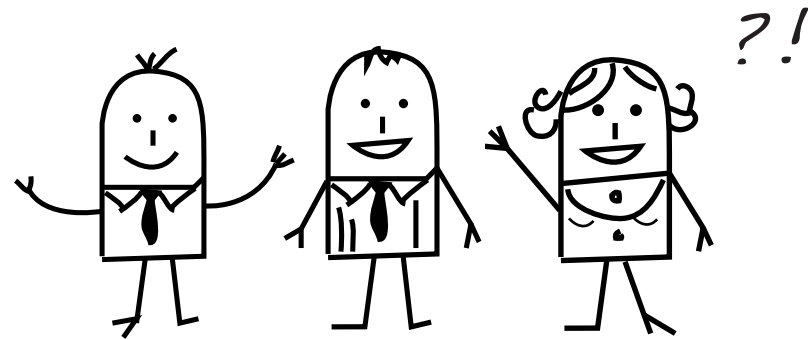
*Putting the Right Skills in Place for Social Media Effectiveness*



## Consumers increasingly expect to engage with businesses using social media.

If your business wants to implement social media strategies, you will need to incorporate social communication and workflows into your operations. Whether you aim to reach new customers, deliver outstanding customer service, or co-create new products and services with consumers, you will need a social media team to execute program tactics.

*“But we’re just getting started! How many people do I need?”*



### Don't worry!

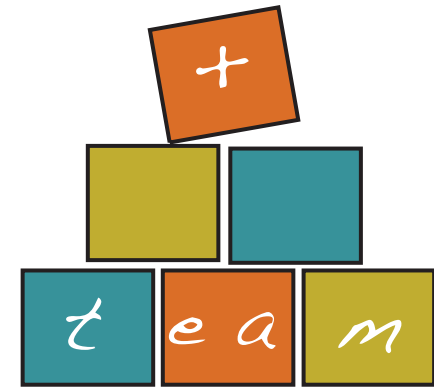
We'll discuss specific roles that will be needed for a successful social media strategy. These are not necessarily positions to be filled separately. One person can fill multiple roles, some talent can be outsourced, and you can develop a plan for filling these roles in due time as you grow your business.

## Building and Managing A Social Media Team

How you build your social media team depends on your social media goals. Are you building a new team? Are you restructuring an existing team? Or are you moving people from other teams to new roles?



Although social media team roles may be similar to other roles in your business, they might require a different type of person. The team's actions represent your business and set the tone for communications. In addition, social media conversations move quickly. Successful social media teams have defined parameters of authority that allow them to respond quickly and appropriately to customer communications. You must develop policies for your business that enable flexibility while still aligning with clearly defined business goals.



### Who Should be Part of the Social Media Team?

Your social media team must include marketing and customer service roles. Marketing staff should already be familiar with the latest social media technologies and trends and have authority to create high-quality, relevant content and to design and execute customer engagement strategies. Customer service representatives handle customer complaints and questions that occur on social media. Public relations staff can monitor social media for potential press opportunities, wins, or even a crisis. Ultimately, every traditional function in the company should have a vested interest in your social media communications. [<< click to tweet >>](#)

## Social Media Team Roles

**Who should you recruit for your social media team?** It helps to understand the skills that are essential for running a successful social media program.

### The Digital Strategist



**The digital strategist is a leader** who understands your business, digital technology, and social media networks and is ultimately responsible for delivering effective digital strategy and social media tactics. This person understands how to integrate social media into existing initiatives and how to use it to fill gaps in other programs. In addition to building proactive strategies and overseeing implementation, a digital strategist also knows how to adjust and refine tactics based on daily operations. He or she trains the team on how to effectively implement the strategy, use social media tools, and adhere to policy.

Frequently, this person comes from a marketing, customer service, or IT background. This role can also be effectively outsourced to social media specialists.

#### WHAT TO LOOK FOR:

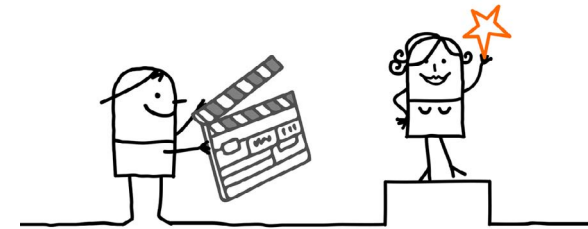
**BUSINESS EXPERIENCE:** Look for in-depth understanding of your business and experience in aligning technology solutions to solve business problems.

**SOCIAL MEDIA EXPERIENCE:** Ask to see demonstrated experience in building social media strategies that deliver business results.

**PROCESS UNDERSTANDING:** Look for an ability to effectively work with your company's culture, customer and partner ecosystem, and processes.

## The Content Strategist

**Successful social media strategies rely on outstanding content—** the kind of content that makes people stop and say, “**WOW!**” The content strategist is the team’s creative genius. This person can quickly grasp strategy and generate creative, outlandish, or amazingly simple ways to use content to drive results. In addition to having great ideas, they are able to effectively use multiple content mediums—from words, to video and infographics—for on-target communications.



**The content strategist also provides creative direction to content creators to enable their success. He or she develops content strategy, content calendars, and sources content production from internal resources and/or freelancers.**

### WHAT TO LOOK FOR:

**CREATIVITY:** Not just fun ideas, but a demonstrated understanding of how to envision and create content that delivers results.

**TECHNICAL EXPERTISE:** Look for an understanding of multiple content mediums, including written, graphic, video, and audio.

**WORK MANAGEMENT:** An ability to translate ideas into workable execution and a productive content calendar.

**MAINTAIN QUALITY:** An ability to get content from the right internal and external sources and ensure consistency with high quality.

## The Digital Native



**You will have to balance the digital native's desire to try all the latest technology with the business' needs and avoid managing multiple low-return social networks.**

**The digital natives in your organization are easy to spot.** They already participate in numerous social networks, they understand how to engage and build relationships organically, and they are highly interested in emerging technologies and new media. Often, they are also natural communicators and connectors, which makes them good front-line people. On the social media team, the digital native is responsible for staying on top of the latest innovations. He or she brings new ideas to the rest of the team for review and helps implement appropriate advances.

### WHAT TO LOOK FOR:

---

**SOCIAL MEDIA ACTIVITY:** Regular and active participation in social networks like Twitter, Facebook, and LinkedIn.

**CURIOSITY:** Demonstrates a natural curiosity about new media.

**EARLY ADOPTER:** Tends to be an early adopter of new technology and technology trends.

## The Coordinator

**Coordinators know how to quickly move** inquiries, leads, and customer care issues to the appropriate departments. They are excellent traffic managers, have great organizational skills, and are well connected in your company.

A coordinator can monitor social conversations, gather information from across the company for response, and escalate issues to the appropriate person for response. He or she can also help manage content creation by managing content calendars, organizing content production resources, and publishing content according to schedule.



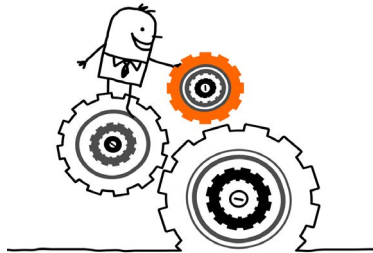
### WHAT TO LOOK FOR:

**MANAGEMENT SKILLS:** Look for strong project management skills with an ability to respond quickly and follow up.

**ABILITY TO PRIORITIZE:** This person can prioritize tasks based on importance and assign to the appropriate person for follow up.

**EFFECTIVENESS:** Look for a person with demonstrated expertise in your company's internal processes and workflows.

## The Analyst



**The analyst's job is to help the social media team optimize results based upon KPIs, demonstrate the return on investment in social media, and track goals and conversions.**

### **Analytics are essential for validating your social media program**

**effectiveness and alignment with business goals.** The analyst is the myth buster in the team and provides reports to the team and other decision-makers. This person may already provide reporting for multiple business purposes, and social media is one layer in that reporting. The analyst understands tracking, key performance indicators (KPIs), metrics, and measurement. They know what to measure and how to establish tracking mechanisms. This may require coordinating with your IT team to build tracking solutions and reporting frameworks.

#### **WHAT TO LOOK FOR:**

---

**STRONG ANALYTICAL SKILLS:** He or she may already be performing this role in another area of the company.

**ATTENTION TO DETAIL:** This is essential for helping ensure measurement consistency across the organization.

**A BACKGROUND IN BUSINESS INTELLIGENCE:** This skill enables the analyst to ensure that social media efforts are delivering results that align with the company's business goals.

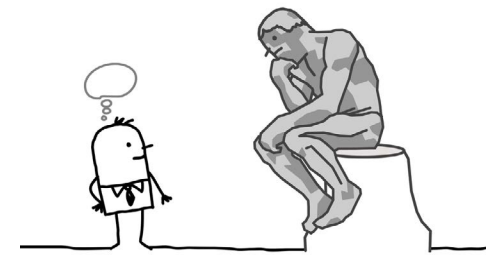
**FAMILIARITY WITH TOOLS:** The analyst will have in-depth understanding of web analytics, CRM, and social media reporting tools.



## The Content Creator

**The content creator can be one person or a group of people.** Social media content can range from blog posts to parody videos, which is why content creation is frequently assigned to multiple people with differing types of expertise. Content creators can be amazing writers, graphic designers, illustrators, videographers, songwriters, or even poets. They are usually sourced by the content strategist to deliver on the content strategy that he/she created.

Content creators are responsible for delivering work according to the content calendar. For customer service teams, this could be an FAQ for the knowledgebase or blog posts. For marketing teams, it may be a variety of content.



**Most organizations need more than just one content creator to be effective. Content creators are typically a mix of internal employees and outsourced specialists.**

### WHAT TO LOOK FOR:

---

**APPROPRIATE SKILLS:** They should have strong skills in their content medium, whether it is copy, video, design or other skills.

**ABILITY TO COMMUNICATE:** Content creators are naturally effective communicators in their medium.

**RESPONSIVENESS:** Content creators must be able to consistently meet and/or beat deadlines.

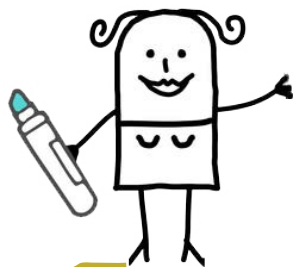
**THICK SKIN:** Content is reviewed and changed, so the content creator must be able to easily take comments and criticism and adjust content as needed.

## The Goal is Agility, not Rigidity

**Remember, these are roles, not positions.** An agile social media team relies more on personal strengths and competencies than a rigid number of roles and departments. Many organizations can fill multiple roles with a single individual or outsource multiple roles. For example, the digital strategist and content strategist may be the same individual. The digital native, coordinator, analyst, and content creator may also be a single individual in the beginning. As your social media program expands over time, you may prefer to add specialists to your team.



**THE KEY IS TO HAVE A PLAN.** When you are familiar with the roles and functions needed for an effective social media team, it is easier to plan ahead to fill them. Then, simply build accordingly.



	Digital Strategist	Content Strategist	Digital Native	Coordinator	Analyst	Content Creator
Mary	✓	✓				✓
Tom			✓		✓	✓
Cindy				✓		



## HOW RIGNITE CAN HELP YOUR TEAM

With Rignite, your entire team can be ready to capture social business opportunities. Our software helps small to medium-sized businesses turn social activity into real business by making it easy to collaborate across functions and jump on opportunities in real-time with speedy, high quality responses.

**Sign up for  
a free trial!**

## OUR TOOLS ALLOW YOU TO:

- EASILY MONITOR CUSTOMER ENGAGEMENT ON SOCIAL MEDIA AND EMAIL CHANNELS
- COLLABORATE AS A TEAM BY ASSIGNING, RESOLVING, AND TRACKING CASES
- GAIN VISIBILITY INTO FULL CUSTOMER HISTORY, INCLUDING RELATIONSHIP, SOCIAL, AND CASE HISTORY

Keep Up with Us    