



Vital social media strategy

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Social media is a term used to describe the type of media that is based on conversation and interaction between people online. Where media means digital words, sounds & pictures which are typically shared via the internet and the value can be cultural, societal or even financial.

From http://en.wikipedia.org/wiki/Social_media

This guide is written specifically for Vital and for people involved in Vital's social media efforts. This guide assumes the reader has a basic understanding of social media and the social networks covered within.

This document is intended as a practical reference providing:

- Overall strategic goals for Vital
- Guidance to appropriate behaviour in the social sphere
- The social network channels appropriate to Vital and definitions of their purpose
- Guidance to expand Vital's reach online
- A list of practical tools to monitor and gather data from conversations in the social sphere to steer the Vital social media activities
- Crisis management advice

The data provided in the document is from May 2010, but as the Internet and especially social media moves very fast it is important to constantly monitor any new developments and innovations as they may affect the social media strategy.



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