

3 Organizational Options For **Social Media**

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3 Common Organization Functions for Social Media

■ Marketing

■ Pros

- Easier to tie results to key business metrics (revenue, profit, brand awareness)
- More natural fit for organization makes it easier to gain stakeholder buy-in

■ Cons

- Can limit potential – initiatives focused on increasing sales
- Customer perception of spam – lame company attempts at Twitter



3 Common Organization Functions for Social Media

■ Information Technology

■ Pros

- Easier to iterate/change technology applications
- Employees with more experience in the space

■ Cons

- Over-engineered solutions that complicate content
- Many tech departments aren't known for being user-friendly



3 Common Organization Functions for Social Media

■ Strategy

■ Pros

- Provide longer-term, “big-bet” focus to the initiative
- Able to apply value to multiple organization functions

■ Cons

- Can be focused too focused on “great thoughts” instead of quick action
- Often balancing multiple strategic initiatives which could divert attention from Social Media