SOCIAL-FIRST IMPLEMENTATION PLAN

Audit & Baseline

FOCUS: Assess content, team structure, analytics maturity

KEY DELIVERABLE: Social audit, benchmark metrics, audience segmentation

1-2 Months

Strategic Realignment

FOCUS: Redefine goals, restructure teams, set social vision

KEY DELIVERABLE: Social-first charter, org redesign, training

2-3 Months

Pilot & Test

FOCUS: Launch small-scale campaigns under new model

KEY DELIVERABLE: Creator pilot, trend-based content tests, early ROI readouts

3-6 Months

Scale & Integrate

FOCUS: Roll out across regions and business units

KEY DELIVERABLE: Cross-channel integration, rebalanced media mix

6-12 Months

Institutionalize & Optimize

FOCUS: Make social-first part of the brand DNA

KEY DELIVERABLE: Governance, performance dashboards, continuous improvement

Ongoing