

# A Social Proclamation

When social was the shiny new toy, every marketer experimented to see how it could be used to increase awareness, spark engagement, and ultimately build community.

The original promise of social was that every brand could engage directly with their consumers like never before and information would be shared, not broadcasted. We'd all be friends.

It's been over a decade now, and we still haven't reached the "tomorrow" that social promised.

Let's make a commitment—or should we say, let's recommit to using social for all the power that it offers.

**Let's find the voice to say:**

## The Lithium Manifesto for Social Media Marketing

### I won't use social for its own sake.

*Social is a tool to solve business problems.* The savviest brands are those who will choose to harness the power of social—in a more fluid, dynamic way—to overcome real business challenges. Most brands say social isn't driving real business value. But if done in the right way, it can make a big impact. For example, AT&T's community drove \$45M in cost savings through call deflection in 2015. Do you want to be like them? Or do you want to post cat videos that get lots of likes but no meaningful engagement?

I won't use social to simply drive likes;  
I'll use it to drive better service, loyalty and sales.



I won't just shout at my customers;  
I will connect and respond quickly

### I must talk and respond.

*Social is a two-way dialogue.* Social could be a two-way dialogue between brands and their customers, but sadly, just 2% of companies respond to people's social comments and questions. The result: brands are missing the opportunity to create real, deep relationships with customers. Ultimately, brands risk losing customers and potential customers. If brands respond to customers quickly and authentically, they have an edge.

### I will be more compelling.

*Organic reach is getting harder.* It's easy to find content, but it's hard to find great content. Great content can pique customers' interest, offer value, and spur action. For example, Post Office UK launched a #LoveSundays campaign to promote extended opening hours to Sundays, which was anchored in personalizing each social interaction with customers. The result: an increase of 866% in the branch finder page views. The best content should be based on data. Smart data tools can tell you what content will drive this kind of value.

I will give up my "post and pray" content strategy;  
I will use data to make my content more compelling.



I will not outsource my connection to my customers;  
I will be the key connection to my customers.

### I will own my customer relationship.

*Social deepens the customer relationship.* Your customers are the heart and soul of your brand and business. So why leave this valuable asset to agencies and other third-party services? Your team is more knowledgeable, more invested, and more empowered to act than an agency ever will be. Every interaction is not just an opportunity to answer a question or solve a problem; rather, it's an opportunity to build the kind of trust that leads to long-term advocacy and loyalty.

### I won't just keep growing the team; I will work smarter.

*A bigger team doesn't mean better results.* If you find yourself adding more resources versus identifying ways to be more efficient, you may need to think again. Find tools that raise the productivity of your existing team and track metrics that prove you are crafting great content and interacting with customers in a meaningful way.

I will never have enough resources to meet content demands;  
I will focus on empowering my team to deliver an exceptional customer experience.



**Lithium**

For more information about how Lithium helps companies reinvent how they connect with their customers, visit [lithium.com](http://lithium.com)

Lithium builds trusted relationships between the world's best brands and their customers, helping people get answers and share their experiences. Customers in more than 34 countries rely on Lithium to help them connect, engage, and understand their total community. With more than 100 million unique monthly visitors over all Lithium communities and another 600 million online profiles scored by Klout, Lithium has one of the largest digital footprints in the world. Using that data and the company's software, Lithium customers boost sales, reduce service costs, spark innovation, and build long-term brand loyalty and advocacy. To find out how Lithium can transform your business—and to share the experience enjoyed by 300 other leading brands around the world, visit [lithium.com](http://lithium.com), join our community at [community.lithium.com](http://community.lithium.com), or follow us on Twitter @LithiumTech. Lithium is a privately held company headquartered in San Francisco