

SWOT

1. SWOT analysis
2. This is a common tool that analyses the strengths, weaknesses, opportunities and threats for an organisation
3. It develops a framework of how these areas relate to each other

Strengths	Weaknesses
Opportunities	Threats

Strengths and weaknesses

1. These are the two in-ward facing or organisation facing categories
2. They relate to the factors over which the brand has direct control or influence
3. A strength could be that the management team is very supportive and invests resources into the social media efforts
4. A weaknesses could be the organisation has little online analysis available
5. Another strength could be that the brand has highly loyal audiences who are already engaged online
6. Another weakness might be that despite a loyal audience, the brand is relatively unknown, so the loyal audience is small.

Opportunities and threats

1. The opportunities and threats relate to external factors
2. Or areas that are not in the direct control or influence of the brand
3. For example, there might be a significant opportunity in social media to provide real-time engagement to audiences
4. But a threat could be that a competitor already has a strong social media presence and a majority of the share of voice.

The quadrant

1. Each quadrant relates to the others to help analyse the data and apply it in meaningful ways to others

Problem/Opportunity Statements

1. In one to two sentences you can capture the essence of what is going on with social media and why

Reference

Kim, C.M. (2016) *Social Media Campaigns*. London, Routledge.