

Example of social media strategy article review

[Business](#), [Company](#)



Tolerance for uncertain outcomes and scale of results sought in social media strategies used by businesses today.

Organizations the world over are adopting the use of social media to increase their sales in the market. An appropriate social media strategy would prove vital to the way an organization forms its connection. Four different social media strategies have been put forward. They all depend on a company's tolerance of uncertain outcome.

There are companies that seek to avoid uncertainties by using established tools to measure their outcomes. Such companies would be suited to use a predictive practitioner approach. This approach would enable the management to have a clue of what might happen or what is likely to happen.

There are organizations which have higher tolerance of uncertain outcomes. Such companies are high risk takers and go all out in their creativity to achieve their results irrespective of the outcome. These companies will mostly use the creative experimenter approach. The extent to which these organizations tolerate uncertain outcomes using this media strategy is commendable. They though do not involve themselves with large projects but only take small initiatives.

The social media champion strategy provides certain outcomes. Many businesses are in favor of this strategy since you can predict the outcome of the social experiments taken. This social strategy process identifies individuals with a large following in the social media and induces them to promote a given product with some incentives. This will ensure that the product will definitely be viewed given the following of the identified

personalities.

Adopting a social media transformer strategy incorporates all stakeholders in improving their businesses. By creating a platform in which every individual in the organization is involved. This strategy is uncertain due to the uncertainties of posting from the individuals. Some may even be dormant and thus not working very well for the organization