



The Social Media Diamond

Connecting brand management and social media strategy via execution excellence

May 2025

The brand-social media dilemma



Brand Management

- Long-term brand equity
- Core values and positioning
- Message and design consistency
- Planned campaigns

Social Media

- Short-term reaction
- Trends, shareability, algorithms
- Constant content variation
- Real-time responsiveness



Brand Management and Social Media are no “either or”.

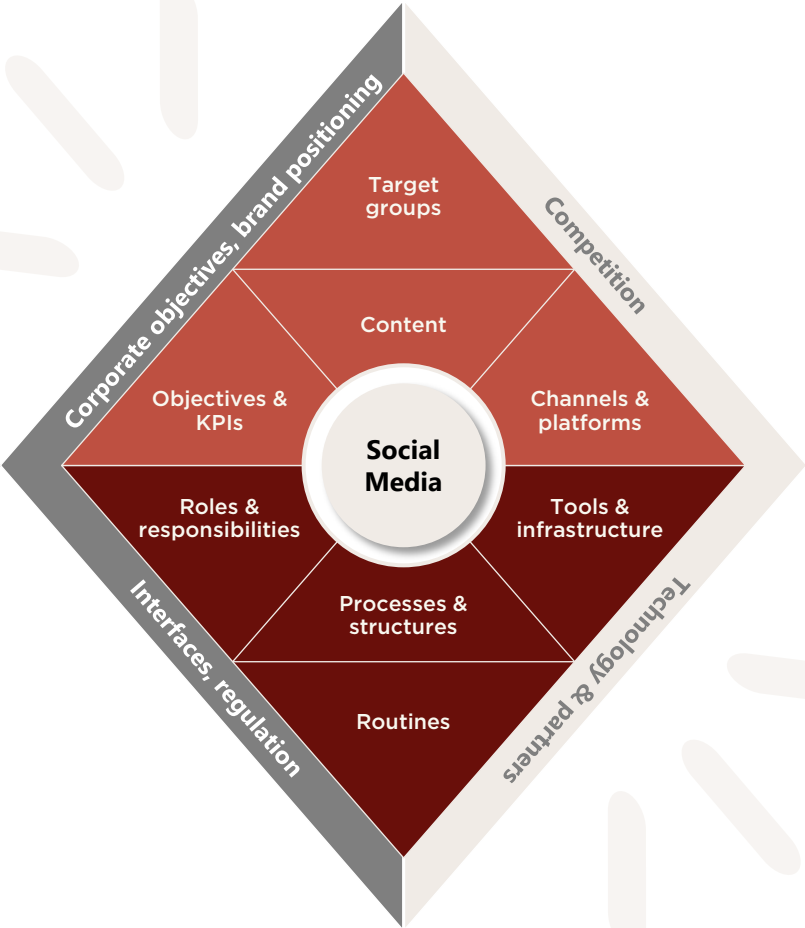
Our **Social Media Diamond** builds a bridge between both worlds: Long-term brand strength and short-term relevance.

The Social Media Diamond: Aligning brand strategy and social media operations for lasting impact



Social Media Strategy

Championing social media as a lever for brand success in competitive environments



Operating Model

Consistently managing social media for seamless brand strategy execution



The key building blocks: What drives social media excellence

INTERNAL & EXTERNAL CONTEXT

Strategic alignment

Ensure social media reinforces brand priorities – and vice versa – giving direction to ad hoc efforts

Organizational fit

Embed social media strategy in broader internal context of marketing, HR, and sales

Competitive intelligence

Benchmark competitors and digital leaders to raise relevance, positioning, and platform use

Tech & partner landscape

Identify technologies and partners that unlock speed, scale, and innovation



Target groups: Sharpen social audience understanding to increase message relevance and reduce cross-channel fragmentation

Content: Anchor the narrative pillars that connect brand positioning with audience relevance

Channels & platforms: Assign the function of each platform in the wider communication ecosystem

Objectives & KPIs: Define clear, brand-linked objectives and KPIs across platforms and customer journey touchpoints

Roles & responsibilities: Clarify ownership and decision rights across teams to eliminate confusion and ineffectiveness

Processes & structures: Design end-to-end workflows for quick coordination, quality, and smooth content operations

Routines: Set effective meeting formats and rhythms to enable alignment, consistency, and responsiveness

Tools & infrastructure: Select and integrate platforms that support planning, publishing, monitoring, and performance tracking

SOCIAL MEDIA STRATEGY

OPERATING MODEL

Our core beliefs: What it takes to take your social media approach to the next level

SOCIAL MEDIA STRATEGY

Audience matters: High-performing content lives in the overlap between what your brand wants to say and what the audience wants to hear



Stories first, channels second: Content is driven by customer-centric storytelling – channels define format and relevance, not the message itself



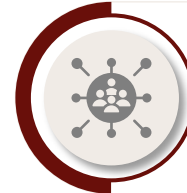
Consistency is key: Impact comes from content orchestration, cross-channel activation, and always-on responsiveness – not from isolated posts



Great content is not made in boardrooms: Creativity needs trust and clear guardrails – not top-down post approvals



Topics don't follow org charts: Strategic topics must be defined cross-functionally to align Corporate Communications and Marketing



Break silos, boost strategy: A central hub (e.g., a Content Factory) increases efficiency and unites marketing and communications across departments



Clear rules over perfection: Simple and consistent rules are more critical to success than perfecting the last 2% of content



Don't buy what you should own: External partners can support scale and capability-building – but “make or buy” needs clear, context-based decisions

OPERATING MODEL

Result: Turn brand strategy into measurable outcomes with a structured social media approach



Social media playbook

Actionable guidelines for strategy, content, publishing, and crisis communication



Social media operating model

Target structure of roles, processes, and governance for consistent and scalable social media management



Tool audit & recommendation

Evaluation of current set-up and selection guidance for planning, publishing, monitoring, and analytic tools



Content strategy blueprint

Structured definition of content pillars, tone, and format logic aligned with brand and audience needs



Social media KPI mapping

Prioritized KPI structure connecting social media performance to business objectives

USP: How our approach turns disconnected efforts into a strategy-led social media ecosystem



STRATEGIC COHERENCE OVER TACTICAL OPTIMIZATION

Connecting brand goals, social media content, and business value to create a unified and scalable social media ecosystem instead of a fragmented array of activities

FRAMEWORK-BASED EXECUTION

Structuring strategy and operations through the Social Media Diamond to ensure clarity, consistency, and actionable guidance

ORGANIZATIONAL ENABLEMENT

Empowering teams across functions and levels through training, playbooks, and governance to ensure sustainable ownership and adoption

BUSINESS IMPACT INTEGRATION

Embedding social media into core functions such as marketing, sales, and HR to drive relevance, performance, and measurable outcomes



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