

## So, you're a social media agency...

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[Social media](#) is something that absolutely every agency in the land now claims to do. And, in general, they come at it from one of three angles:

1. [SEO](#) specialists who recognised that generating links from authority sites meant getting coverage in online communities and blogs
2. PR specialists who recognised that getting coverage meant dealing with online communities and blogs
3. Digital agencies who recognised that advertising doesn't really work on web sites and therefore must start to deal with online communities and blogs

All three have rightful claims and, therefore - if I were a client - I'd be very confused about whom to charge with helping me out.

Some basic tips might help:

1. A new approach - since everyone claims to 'do' social, look for those seeking to develop new models for approaching it, not those seeking to map on their existing models
2. Technology ? everyone claims to have unique talent, to be 'leading?', to have great clients, and real expertise. Technology, fortunately, can't be faked, demonstrates genuine investment and expertise, and really can be proprietary and unique. So, which agency has developed/is developing their own technology to support their new approach?
3. Existing credentials ? being good at something, in my view, is a transferable skill. Muhammad Ali liked to say that if he'd been a dustman (I'm translating of course), he'd have been the best dustman in the world. I believe him. So, is the agency now claiming to be brilliant at social media brilliant at what it already does?
4. Case studies ? trade journalists will tell you that finding people to talk about social media is not a problem. Finding people that have real projects to talk about is a good deal more difficult. What has the agency really done in this area?

My shortlist would be made up only of agencies that tick all four boxes and I'd be much more concerned about these things than whether an agency has its heritage in digital creative, media, SEO or PR since social media, as anyone with half an insight cell could spot, touches everything.