

The Honeycomb Method

The Honeycomb model is a way of setting out the most important forces behind the social media ecology which all social media marketers, users and platforms operate within.

These seven blocks can be used either individually or together to help marketers analyze such things as their social media activities, their users, and their wider social media ecosystem in which they are operating.

This method allows us to focus our attention on the most important elements of our social media. We can use it as a checklist for complying with key strategic factors, or to plan and evaluate effectively.

So, if you were creating a social media masterplan for a brand, you might ask “How will we factor in our audience’s social media sharing habits?”, “What’s our plan for building our reputation on social?” etc. Ensuring all strategic bases are covered.

