July August issue of Harvard Business Review features a great article: "What's Your Social Media Strategy?"
Authoritative askers, pretty good answers.

In this research, four authors managed to define four distinct *social media warriors profiles* along with case histories, facts and figures.

> *To understand how businesses are approaching the challenge, we analyzed strategies and practices at more than 1,100 companies across several industries and continents, and conducted in-depth interviews with 70 executives who were leading social media initiatives.*

Here are the four social media ninjas phenotypes:

- The "predictive practitioner."
- The "creative experimenter."
- The "social media champion."
- The "social media transformer."

Just theory? Just questions and no answers? No way!
In the final part, *Putting Strategy into Practice*, the authors report:

> *Creative experimenters are driven in part by small budgets; labeling a project "experimental" can exempt it from ROI constraints. Both the predictive practitioner and creative experimenter strategies can quickly create significant results and learning and serve as a training ground for larger efforts.*
>
> *Other companies should use—or migrate toward—a larger-scale strategy if*

> *they want significant results. A social champion strategy can help companies identify and enlist enthusiasts to expand initiatives inside and outside the organization.*

Further interesting reading include, of course, What Happens When Companies Lack a Social Media Strategy?.

I recommend taking the Understanding Your Current Social media Strategy: A Quiz to everyone *really* involved in social media *and* business.

[Via Harvard Business Review]