Social Media Plan

**Department: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Prepared by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

# ****Introduction****

**A social media plan spells out the game plan for your social media activities. This document will help to shape the direction of your social media efforts and provides valuable information to ensure success.**

# Target Audience(s)

List all the potential audiences you want to reach through social media. Your primary audience(s) is the one or two groups who are the most important and will deliver the higher Return on Investment (ROI).

**Primary Audience(s)**

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |

# Audience(s) Profile

Include characteristics of your primary audience(s). Include demographics, decision drivers, what interests them, questions they may have, etc.

**Primary Audience(s)**

|  |  |  |
| --- | --- | --- |
|  | **Audience Name** | **Audience Description** |
| **1** |  |  |
| **2** |  |  |

# Goals

List the goals you want to accomplish through social media. The goals should be specific and measureable. Include as little or many as you need (you can add more rows as needed).

|  |  |
| --- | --- |
| **1** |  |
| **2** |  |
| **3** |  |
| **4** |  |

# Social Media Tools

Select tools that contribute to the goals you’ve identified. If you’re starting out, focus on 1-2 tools.

|  |  |  |  |
| --- | --- | --- | --- |
| **Tool** | **Purpose/Strategy** | **Metrics** | **Rank Priority (from 1-3)** |
| Twitter | Headlines, engage, sales, customer service, network, competitor insight | Followers, retweets, replies, links clicked, website traffic |  |
| Facebook | Social, friendly, recruiting, | Page likes, post likes, comments, website traffic |  |
| LinkedIn | Engagement, recruiting, networking, professional | Connections, group membership, discussions, website traffic |  |
| YouTube | Brand awareness, amazing stories | Video views, subscribers, comments, website traffic |  |
| Blogs | Thought leadership, engagement, website traffic, community | Comments, readership, social sharing, website traffic |  |

# Action Plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Tool** | **Tactic** | **Objective** | **Frequency** | **Measurement** |
| *Twitter* | *Share valuable industry content* | *Increase reputation* | *Once a day* | *Clicks, retweets* |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# Administrative Information

Administrator(s): Time commitment:  
  
 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / week

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ / week  
  
How will you promote your social media accounts? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
  
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# Approvals

Please contact the Web & Social Media Specialist to review this document, prior to approval sign-off.

Chair / Director: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_