Social Media Strategy

Social media can be an important part of your overall communications strategy. Like other types of communication, having a plan and making strategic choices will have an impact on the success of your efforts. This worksheet will guide you through some questions to assist you in making the most of the new digital frontiers.

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| Goals/Objectives |
| What do you want to achieve with social media? |
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| Do your social media goals align with your organization’s vision, mission, and marketing strategy? |
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| Are your goals S.M.A.R.T (specific, measurable, attainable, relevant, and time-bound)? |
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| Audit of Current Status |
| What social media accounts do you currently have? |
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| Who has access to the account passwords? Should any accounts be deleted? Passwords changed? |
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| Is your mission statement for each of your social profiles on target? |
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| Profile Creation/Maintenance |
| Are your profiles filled out properly and thoroughly? |
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| Are all of the accounts and profiles consistent with your branding? |
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| Would a new visitor be inspired to follow after seeing this profile? |
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| Content Strategy |
| What types of content do you want to post to each social network? Who is the target audience for each? |
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| How often will you post content and how will you promote it? |
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| Do you have an editorial calendar and a social media content calendar? |
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| Measure and Adapt |
| Have you identified the metrics by which you'll measure success? |
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| Do you have an analytics or measurement tool prepared to track these metrics? |
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| How often will you analyze your results? |
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| How will you know when to change your strategy in response to metrics? |
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