Strategic Plan Development for Social Media

• Background
  o Why Social Media?
  o What do we hope to accomplish by starting an account?

• Audience
  o Who is our current audience? Who is our ideal customer? Who is our potential audience? Begin by creating an audience persona.

• Goals
  o What do we want social media to help us achieve? Be specific.
  o What is the relationship between these goals and overall college/department performance?

• Strategies & Tactics
  o How can we and how will we use social media to help us reach goals?

Examples:

• Goal: Increase pride, affiliation, and engagement
  o Strategy: Use social media (name platforms) to simulate campus experience for those who can’t be here
    • Tactic: Create “A Day in the Life” video for Facebook & YouTube.

• Goal: Increase visibility, status, and college/department prestige
  o Strategy: Use social media to bring University news to a wider audience that may not frequent our website
    • Tactic: Post engaging news stories to Facebook & Twitter
    • Tactic: Social our news by actively engaging with our audience

• Barriers
  o What barriers stand in our way of reaching these goals and how will we address these problems on an ongoing basis?

• Managing Risk
  o Guidelines/governance on specific steps and actions to take in the event of a mishap or crisis.

• Measuring Success
  o Are our goals “SMART?” (Specific, Measurable, Achievable, Realistic, Timely)
  o How will we measure our goals’ success? What baselines do we have and are our goals too high or too low? Very important!

• Modify Strategy:
  o How do we ensure that this is an ever-developing document that informs our social media – and vice versa.