

Strategic Plan Development for Social Media

- Background
 - Why Social Media?
 - What do we hope to accomplish by starting an account?
- Audience
 - Who is our current audience? Who is our ideal customer? Who is our potential audience? Begin by creating an audience persona.
- Goals
 - What do we want social media to help us achieve? Be specific.
 - What is the relationship between these goals and overall college/department performance?
- Strategies & Tactics
 - How can we and how will we use social media to help us reach goals?

Examples:

- Goal: Increase pride, affiliation, and engagement
 - 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
 - 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
 - What barriers stand in our way of reaching these goals and how will we address these problems on an ongoing basis?
- Managing Risk
 - Guidelines/governance on specific steps and actions to take in the event of a mishap or crisis.
- Measuring Success
 - Are our goals "SMART?" (Specific, Measurable, Achievable, Realistic, Timely)
 - 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:
 - How do we ensure that this is an ever-developing document that informs our social media – and vice versa.