

Social Media Strategy



School/Office/Department: _____

Social media project lead(s): _____

Date compiled: ____ / ____ / ____

Date approved: ____ / ____ / ____

Please note that Web Communications does not vet or approve individual social media strategies. Please refer to the established project approval processes in your school, office or department.

Is there a central web presence? Y _____ N

Is there a tag/#hashtag for this initiative? Y _____ N

Goals:

(e.g. build buzz/awareness, promote program/event, create a community for a specific audience)

Metrics for success:

(e.g. buzz/conversation, brand awareness, traffic to website, subscribers/followers/fans, audience insights)

Content Types:

(e.g. event updates, news items, interviews, blog posts, photos, trivia, questions)

Cross-Promotion strategy:

(i.e. social media tie-ins to companion SM channels, e-mail marketing, print materials, website, etc.)

Tracking tools:

(e.g. bit.ly links, Google Analytics, Facebook Insights, YouTube Insights)

Channels

Facebook

- Do we create a fan page, group, and/or event listing?
- What related Facebook properties currently exist?
- Who will administrate our Facebook presence? (add specific names)
 - Process for sharing administration (i.e. posting schedule, who answers questions, etc.)
- Posting frequency?
- Monitoring/responding frequency?
- What content types will be shared? (e.g. event updates, news items, blog posts, photos, trivia, questions)
- What content will be solicited? (e.g. answers to questions, photos/video)
- How will we acquire more fans?
- Contests? (e.g. retweet for a prize)
- Will we use Facebook ads? If so, for what and to what end?

Twitter

- Do we create a Twitter account?
- What related Twitter properties currently exist?
- Who will have access to the Twitter account(s)?
 - Process for sharing administration (i.e. posting schedule, who answers questions, etc.)
- Tweeting frequency?
- Monitoring/responding frequency?
- What content types will be shared? (e.g. event updates, news items, blog posts, photos, trivia, questions)
- What content will be solicited? (e.g. answers to questions, photos/video)
- How will we grow follower base?
- Contests? (e.g. retweet for a prize)

Blog

- Do we create a blog?
- What related blogs currently exist?
- Who will have posting access to the blog?
 - Process for sharing administration (i.e. posting schedule, who answers questions, etc.)
- Blogging frequency?
- What is our editorial calendar?
- What categories and tags will we include?
- Comment monitoring/response frequency
- Comment monitoring/response policy
- What content types will we post? (e.g. interviews, multimedia, trivia, updates)
- What content will be solicited? (e.g. answers to questions, photos/video)

YouTube

- Do we have video content for YouTube?
- What related video content/YouTube channels currently exist?
- Who will have posting access to YouTube?
- Posting frequency?
- Comment monitoring/response frequency
- Comment monitoring/response policy
- What topics will our videos cover? (e.g. walking tours, interviews, event recaps)
- Will we solicit video content to upload ourselves or add to a playlist?
- Will we create playlists? If so, what will we create?
- Will we favorite external videos or add to playlist(s)?

Flickr

- Do we have photo content for Flickr?
- What related photo content/Flickr accounts currently exist?
- Who will have posting access to Flickr?
- Posting frequency?
- Comment monitoring/response frequency
- Comment monitoring/response policy
- Will we solicit photo content to upload ourselves or to favorite?

Foursquare

- Will we promote Foursquare check-ins for our office/event?
- What do we hope to achieve by promoting Foursquare checkins?
- Who is the manager of our venue(s)?
- Will we create a new location or use an existing location?
- Will we create a special at a location? (if we have manager access at venue)
- Will we add to-do items to a venue?

LinkedIn

- Will we utilize an existing LinkedIn group or create a new one?
- Will we create a LinkedIn event?

Other: _____

Posting guidelines

Please review the [social media best practices and guidelines](#) for information on transparency, community/comment management, confidentiality, representation and maintenance.