



Social Media Strategy Template

College/Office/Department:

Will this page be for an entire college, a specific office or a particular department? Remember, the scope of your page may impact the amount of available content.

Goals:

What do you hope to gain from having a presence in social media? Are your goals based around awareness of the group, promoting an event, etc?

Administrators:

Who will be responsible for posting content and monitoring your site? Avoid having an hourly employee take on full responsibility since this is a 24/7 job.

Audience:

Who is your audience and how will they benefit from your social media presence? List your primary audiences. Do you have secondary ones, too? How will you reach out to them initially?

Content:

What type of information are you going to use to populate your social media platform, event updates, news items, interviews, videos, etc.?

Success:

How will you measure success? What is most important? Conversation, traffic, insights, fans, etc?

Approval:

Once you've defined your social media goals and strategies, make sure you have approval from your dean or supervisor?

Evaluation:

Regularly evaluate your efforts based on the plan you outlined. Many social media platforms provide metrics that you can use in your evaluation.