



Social Media Strategy Worksheet

Use this worksheet to create a social media plan.

Responsibility: Who will be in charge of maintaining your social media presence? Social media requires effort to populate, maintain and monitor accounts. List the team members. Do these people have the skills and the time?

Goals and Strategies: Why are you using social media? Do you want to promote your department? Answer questions? Launch a fundraising campaign? Determine what you want to accomplish by using social media. Define clear goals and tactics to achieve them.

Evaluate Success: Once you set your goals, determine how you will measure success. Monitor your accounts weekly to see if your current tactics are working to achieve your goals. List how you plan on measuring the site's success, and the tools that you'll use to track this.

Pick your platforms wisely: It is not necessary to establish a presence on every social media platform. Think about which platform supports your strategy and allow you to accomplish your goals.

Consider your audience: Who are you attempting to target? Targeting specific demographics such as faculty members of your department, prospective students, or alumni will help you create meaningful content. Create primary and secondary audiences as well as strategies for engaging with these audiences. List your audiences.

Pay attention to your surroundings: Look into conversations relevant to your department and platform. What are people saying about you? Who is speaking? What are other school's relevant departments doing on social media? List the people, topics and sites that are engaged in relevant conversations.

Content: Consider what kind of content you will share. Consider this in relation to your goals, strategies and audience. Social media is a great platform for sharing news, photos and more. Additionally, social media is very useful for engaging with constituents. It's social, so it shouldn't just be about you – it should be about your users as well. How will you engage them? List content you'll share via social media.

Check out guidelines: Because your social platforms are correlating to the College of L&S as well as the university, make sure that you adhere to relevant guidelines about social media activity such as account naming conventions, the university's social media strategy, and authenticity.