

Creating Your Social Media Strategy

A social media strategy includes setting goals, determining messaging, selecting networks, brainstorming content, and evaluating your results. A strategy will prepare you for both the evaluation of new platforms and sites as they arise or help you decide when to discontinue use of other platforms as they fall out of favor.

Step 1 – Set Goals: What do you want to accomplish by becoming involved in social media?

- Who is your Target Audience? What group(s) of people do you hope to reach?

- What results do you hope to achieve? Would you like to increase sales? Build community? Spread the word about something?

- How can these results be measured?

- How does social media fit into your overall communications strategy?

Step 2 – Determine Messaging

- What are your main messaging points?
- What core values/messaging do you wish to communicate through social media? What do you want your audience to remember about you?

Step 3 – Choose Social Media Channels

- What channels are you already using?
- What other channels, if any, are you considering?
- Which social networks are your Target Audiences using?
- What channels will allow you to best connect/interact with your audience?
- Different platforms require different amounts of monitoring and interaction, but all social media is a time commitment. Do you have the time and availability to properly interact on the chosen platform(s)?

Step 4 - Brainstorm Content - What sort of content will you share on your chosen social media channel(s)?

- What information is of interest to your audience?

- What content is most engaging (i.e. initiates the most feedback, comments, etc.)?

- Do you already have appropriate content on hand? If not, how will you get/create it?

Social Media Strategy – Purpose

The purpose of the social media strategy is to ensure that we:

- Use social media as an integral part of an overall communications strategy
- Leverage current outlets while also maintaining a clear vision for how we can continue to engage new audiences as the landscape changes
- Tell your story – stories that reflect your core values – and engage your Target Audience in new and interesting ways
- Support your social media endeavors by providing guidance and best practices

Social Media Strategy – Goals

- Use a variety of social media platforms that reach your various Target Audiences to provide users with a sense of community
- Convey the key messages of your brand to a broad audience
- Enhance the reputation of your social media presence as an important forum for conversations about a range of issues
- Ensure consistency in style and approaches to social media across all your departments, while recognizing the necessity to tailor both tone and platforms to various constituencies
- Stay on top of trends and new technologies