



SOCIAL MEDIA 10-STEP PLAN TEMPLATE

1. **Goal:** Why do you want to use social media – how does it fit with your overall organizational goal and why? Do you want to raise awareness, foster relationships, sell something, raise money, inform/educate, entertain?
2. **Audience:** Be specific here, and include internal and external audiences; for external audiences, use demographic and psychographic terms. It's likely your audiences may be slightly different for each channel.
3. **Channel(s):** Name each channel separately; then break out objective, audience, how to drive traffic, frequency, topics, authors and evaluations for each of those channels.
4. **Objective:** State for each channel a measurable objective.
5. **How to promote your channel(s):** How will your audience(s) know you are on these channels? How will you get them to notice you there?
6. **Topics/Themes:** What, specifically, are you posting/sharing, and why? Give some examples. Strategies to follow, like, list or share other entities – either internal or external – should be developed and incorporated into the plan.
7. **Frequency:** How often will you tweet? Post to Facebook? Post new videos? Upload new photos? The trick is to be consistent and to have a plan. Utilizing a monthly content calendar is often times very helpful.
8. **Content Team:** Who, specifically, is going to find content, create content, post content and monitor your channels? As part of your social media strategy, creating a Content Team is key for your channel's continued success.
9. **Monitoring & Evaluation:** For each of your specific channels, you will need to take the time for responding to posts/questions, engaging with community members and taking part in the conversation. And then, how will you evaluate your success for each channel? Your evaluation should cover how you identify if you have achieved your over arching goal(s) and objectives.
10. **Updating/Changing the plan:** How often should you review your social media plan and make adjustments?