

# Creating a Social Media Plan:

## Social Media Plan Elements

### Resources

#### Staff

- Establish minimum commitment and content contribution (maintaining a consistency in posting/ sharing)
- Assign social media contributors

#### Time

- A minimum of 5 hours a week is needed to maintain a presence

#### Funds

- Some applications that make content sharing more efficient require paid subscriptions

### Goals

- Ensure that the social media goals tie back to your organization's strategic plan
- Make sure that the social media plan complements your organization's communications plan

### SMART objectives

- Ensure that the plan's objectives are : **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-sensitive
- Examples from Beth Kanter: <http://www.bethkanter.org/25-smart/>

### Audiences

- Who are you speaking to?
  - This can be a list of several audiences, such as government bodies, investors, board members, supporters, clients (future, present and past)
  - If necessary, assign audiences to appropriate social media platforms

## Messages

- What are your key messages?
- How will you tailor these to speak to each specific audience?

## Strategies

- Outline specific ways that the objectives can be achieved
- Select your social media platforms and their measurement tools
- If using and or integrating several platforms consider using a management tool

## Content

- Where are you pulling most of your content from?
  - Refer to your communications inventory!
  - Other: current news, information shared by outside organizations and individuals
- Ensure that content on social media and online is cross-linked to create a social media trail
- Is your content accessible? If not, link to a summary or abstract

## Evaluation

- What are you using to measure the growth and success of your social media activities?
- How can you include social media questions in your regular surveys?
- How often do you review collected data?
- How do your first year results line up with your social media plan goal and objectives?
- Revisions to your plan are encouraged as you move forward in social media
- If it's not working, scrap it (smart fail)

### Useful Resources

- Beth's Blog ([bethkanter.org](http://bethkanter.org))
- SocialBrite ([socialbrite.org](http://socialbrite.org))
- Social Media Examiner  
([socialmediaexaminer.com](http://socialmediaexaminer.com))