

Southwestern University Social Media Strategy Worksheet

Office/Department: _____

Social media project lead(s): _____

Date compiled: ____ / ____ / ____ Date launched: ____ / ____ / ____

Please note that the Office of University Relations - Communications is happy to help you develop your social media strategy. Contact Danielle Stapleton (stapletd@southwestern.edu) for assistance.

Is there a central web presence? Y _____ N

Is there a tag/#hashtag for this initiative? Y _____ N

Goals: (e.g. build buzz/awareness, promote program/event, create a community for a specific audience)

Metrics for success: (e.g. buzz/conversation, brand awareness, traffic to website, subscribers/followers/fans, audience insights)

Content Types: (e.g. event updates, news items, interviews, blog posts, photos, trivia, questions)

Cross-Promotion strategy: (i.e. social media tie-ins to companion SM channels, e-mail marketing, print materials, website, etc.)

Tracking tools:

(e.g. bit.ly links, Google Analytics, Facebook Insights, YouTube Insights) Tufts University

Channels

Facebook

- Do we create a fan page, group, and/or event listing?
- What related Facebook properties currently exist?
- Who will administer our Facebook presence? (add specific names)
 - Process for sharing administration (i.e. posting schedule, who answers questions, etc.)
- Posting frequency?
- Monitoring/responding frequency?
- What content types will be shared? (e.g. event updates, news items, blog posts, photos, trivia, questions)
- What content will be solicited? (e.g. answers to questions, photos/video)
- How will we acquire more fans?
- Contests? (e.g. retweet for a prize)
- Will we use Facebook ads? If so, for what and to what end?

Twitter

- Do we create a Twitter account?
- What related Twitter properties currently exist?
- Who will have access to the Twitter account(s)?
 - Process for sharing administration (i.e. posting schedule, who answers questions, etc.)
- Tweeting frequency?
- Monitoring/responding frequency?
- What content types will be shared? (e.g. event updates, news items, blog posts, photos, trivia, questions)
- What content will be solicited? (e.g. answers to questions, photos/video)
- How will we grow follower base?
- Contests? (e.g. retweet for a prize)

Blog

- Do we create a blog?
- What related blogs currently exist?
- Who will have posting access to the blog?
 - Process for sharing administration (i.e. posting schedule, who answers questions, etc.)
- Blogging frequency?
- What is our editorial calendar?
- What categories and tags will we include?
- Comment monitoring/response frequency
- Comment monitoring/response policy
- What content types will we post? (e.g. interviews, multimedia, trivia, updates)
- What content will be solicited? (e.g. answers to questions, photos/video)

YouTube

- Do we have video content for YouTube?
- What related video content/YouTube channels currently exist?
- Who will have posting access to YouTube?
- Posting frequency?
- Comment monitoring/response frequency
- Comment monitoring/response policy
- What topics will our videos cover? (e.g. walking tours, interviews, event recaps)
- Will we solicit video content to upload ourselves or add to a playlist?
- Will we create playlists? If so, what will we create?
- Will we favorite external videos or add to playlist(s)?

Foursquare

- Will we promote Foursquare check-ins for our office/event?
- What do we hope to achieve by promoting Foursquare checkins?
- Who is the manager of our venue(s)?
- Will we create a new location or use an existing location?
- Will we create a special at a location? (if we have manager access at venue)
- Will we add to-do items to a venue?

LinkedIn

- Will we utilize an existing LinkedIn group or create a new one?
- Will we create a LinkedIn event?

Other: _____

Posting guidelines

Please review the [social media best practices](#) for information on transparency, community/comment management, representation and maintenance.