

SOCIAL MEDIA- FACTSHEET 6

Social Media Strategy template

Introduction/Background

Explain in what context it is important to have a social media strategy.

Current state

What has been done so far. What needs to be developed.

Objectives

Clearly define your objectives for using social media For example: Increase visibility among key stakeholders; enrich, complement and disseminate the project's information and messages...

Key performance indicators (KPIs)

Each KPI should be tied to social media objectives, and should be easy for the organisation to measure. For example

Objective: Increase engagement, visibility and credibility

KPIs: Number of posts, number of re---tweets, likes and comments, number of clicks on links, quality of the interactions (positive v. negative feedback)

Monitoring

Explain how you will keep track of social media interactions. Typically recommended are regular monthly status updates. Tools like Facebook Insights and Google Analytics will show how the organisation's content is performing. The KPIs can therefore be easily evaluated.

Social Media Recommendations

Create a table with each platform and actions you plan on taking.

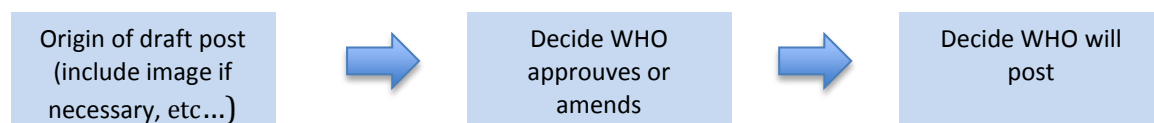
Platform	Recommended Actions	Resources Time/money
Facebook	Post information related to every event/project activity	2 hours/no extra cost
LinkedIn	Create a project LinkedIn page	2 hours/no extra cost
Twitter	Add twitter link to all email signatures	1 hour

...

Social media guidelines

Develop guidelines for people to refer when communicating about the project on social media.

For example you could develop a message approval process.



Typical guidelines could also include the following: Don't tell secrets, Protect your privacy, Be honest, Respect copyright laws, Respect your audience, etc.