



BRAND IDENTITY AND UNIVERSITY RELATIONS

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SOCIAL MEDIA BRIEF

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 networks as they fall out of favor.

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

- Who is your audience? What group(s) of people do you hope to reach?
- What results do you hope to achieve? Would you like to increase enrollment? Build community? Spread the word about programs?
- How can these results be measured?
- How does social media fit into your overall communications strategy?

Step 2 – Determine Messaging

- What are your department/school/office's main messaging points?

SOCIAL MEDIA BRIEF continued

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

Step 3 – Choose Social Media Channels

- What channels are you interested in or already using?
- What other channels, if any, are you considering?
- Are the channels you are currently using working for your group?
- Which social network is your audience using? Keep in mind that trends change.
- 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 an employee who will be assigned and responsible for interaction and growth on the chosen platform(s)?

SOCIAL MEDIA BRIEF continued

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?

Step 5 – Growth Strategy – You won't grow followers overnight; it is a long process.

- What does success look like for your department/school on social media in six months or one year?
- How can you appeal to your targeted audience offline to follow you online?
- What key performance indicators will you focus on to determine what's successful, what isn't and how you can improve?
- How will you stay relevant and strengthen relationships with your audience to power your long-term growth?