Developing a Social Media Strategy

Social Media Business Plan

@socmediologist

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How do we get started?

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- Ask 'Why are we doing this?'

- Where does **social** sit best within the organisation?

- Who has the right **skill set**?

- Do we need to bring in **extra support**?

- Who are our **target audience** and where are they already online?

- What level do we need to play at?

  - Listening & research

  - Member satisfaction & value add

  - Active participation & lead generation

- Which platforms do we need to be on?

Strategy Considerations

- What budget will be allocated to social media?

- What are your response time targets?

- What is your ideal resolution time?

- How will you engage with complaints?

- How will you engage with trolling, flaming and abuse?

- How will this be documented?

- Staff policy, crisis plan, communications plan

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Talent
Building the Right Team

Select your community management team carefully.

Some considerations:

- Technical, versus fundraising, versus content specialists

- Train them also in phone, email and face to face etiquette

- Ability to use social doesn't make them the best candidate

Have a very clear social media policy to guide your team on the culture of your organisation, approach to online communities and use of social platforms.

Some considerations:

- Have clear training documents with do's and don'ts

- Reverse mentoring

- How do we scale the team around time specific events?

- Where are they physically located?

- Review team – for difficult cases

Have a very clear crisis plan for when things go wrong

Resourcing

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sproutsocial

Buzz Numbers

SOCIALFLOW

PageLever

PeopleBrowsr™

Google Analytics

Lithium

HubSpot

Tools

socialmention*

KLOUT

salesforce radian6

Time

Who Are the
Key Stakeholders and Influencers?

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STAKEHOLDERS

- Potential students
- Students
- Alumni
- Staff
- Researchers
- Media
- Other educational institutions
- Local community

INFLUENCERS

- High School
- Parents
- Peers
- Media
- Alumni

Objectives

Current Situation		Desired Situation
How does it look now?	➡	How do you want it to look? (Objectives)
Key Indicators		**Goals**
1. As at June 2013 Facebook = Twitter = LinkedIn =	➡	1. By December 2013 Facebook = Twitter = LinkedIn =
2. Website traffic - currently XX	➡	2. Increase web traffic to XX
3. Newsletter Subscribers - currently XX	➡	3. Increase subscribers from social media by XX per month
4.	➡	4.

Action Plan

Action Plan by Objective

Objective		Objective		Objective		Objective	
1.		1.		1.		1.	
2.		2.		2.		2.	
3.		3.		3.		3.	
4.		4.		4.		4.	

Action Plan

Action Plan by Platforms

Facebook		Twitter		Blog		Other	
1.		1.		1.		1.	
2.		2.		2.		2.	
3.		3.		3.		3.	
4.		4.		4.		4.	

Content Plan

- Reactive versus **pro-active**

- **Integrated content:** break down department silos

- **Shareable content –** value add

- **1 in 5 -** marketing to value ratio

- **Content types** – variety

  - **Community engagement** – questions, inspiration
  - **Education** – show, answer, share
  - **News** – timely and relevant
  - **Promotions** – special offers and competitions
  - **Marketing** – use content to promote services

Content Calendar

Content Calendar							
	Facebook		Twitter		LinkedIn		Blog
Monday							
Tuesday							
Wednesday							
Thursday							
Friday							
Weekend							

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Content Suggestions

- Advertise key **enrolment** dates
- **Share facts and tips** about students, courses, campuses, local area etc
- **Showcase** student work
- Highlight **charity or community** support conducted by students & staff
- Blog about study tips and other useful articles that **support students** in their time with you
- Share **Alumni** success stories
- What's happening **on campus**

Posting Strategy

- How often can I/should I post?

- When should I post – times of day?

- How many platforms can I manage?

- How do I get enough content for posting?

- How do I deal with negative criticism?

Integrate!

Social media must be integrated into online and offline systems, processes and collateral to be effective:

1. **Website** – have social media buttons on all pages that encourage interaction
2. **Email** – make it easy for ALL staff to have social media buttons in their email signatures
3. **Published materials** – have a promotional postcard encouraging engagement with social media and include links on any suitable materials with a call to action. Include in enrolment info.
4. **On campus** – put up signs or run promotions on campus to encourage students to join social networks and participate

Measure Your Efforts

- As part of your strategy set measurable objectives

- Many platforms to measure social media impact. Some of the tools we use:
  - Google analytics/alerts   - Edgerankchecker.com
  - Hootsuite   - bitly.com
  - Twitter Counter   - Social Sprout
  - Klout
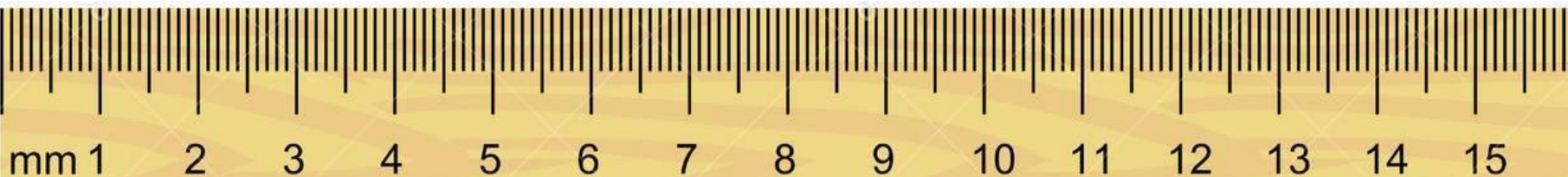
In closing

5 TYPES OF SOCIAL MEDIA STRATEGIES

TOM FISH BURNE

LIKE US SO WE CAN TELL YOU HOW AWESOME WE ARE

LIKE GRAB

WE ARE AWESOME
WE ARE AWESOME
WE ARE AWESOME

BROADCAST

AWESOME DEAL 1/2 OFF SALE

PROMOTION

HELP OUR AWESOME VIDEO GO VIRAL

ONE-HIT WONDER

HOW CAN WE HELP YOU BE MORE AWESOME?

ALL TOO RARE

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Questions

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We welcome your questions on Twitter or Facebook…..any time!

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