

# Social Media Plan

## Why Social Media?

### 1. What Do We Want to Accomplish with the Use of Social Media?

In this section you want to list a general overview of what you want to achieve with social media. Is it better exposure? Is it community interaction? Is it to grow your provider base?

- **[Example: Free Marketing Opportunities]**
- **[Example: Improve Traffic to your Website]**
- **[Example: Improve your online presence]**
- **[Example: Immediate Interaction with Constituents]**

### 2. Opportunity Overview and Key Success Factors

In this section you want to be a bit more specific about why Social Media is going to be a good opportunity for your agency to explore. Is it going to help with current provider relations and a brief statement of how. Is it going to help you educate parents and providers that don't know about CACFP that it exists and is a quality child care indicator? If you do show parents and providers the importance is it going to help you recruit them?

- **[Example: Provides our agency to have direct outreach to current and potential providers]**
- **[Example: Our agency can consistently show the value we contribute to our provider base.]**
- **[Example: creates positive image to provider base]**
- **[Example: help with customer service]**

### 3. Project Scope

**Phase 1:** Industry.

In this section you want to look around at what other agencies are doing. See what seems to work, see what doesn't. Learn from the people doing the same thing in your industry.

- **[Example: Agency A: Twitter, Facebook, Flickr]**
  - **[Example:Post Articles, Activities, Advocacy] [Add a link for easy reference]**
  - **[Example:ReTweet a lot, not much original stuff] [Add a link for easy reference]**
  - **[Example:Posts pictures of office staff] [Add a link for easy reference]**

**Phase 2:** Planning & Scheduling.

Carefully plan the Social Media Program, select which social media channels you are going to use (i.e. Facebook, Twitter, Youtube, LinkedIn), create a posting schedule, select contributors, dates, times, topics, etc. This plan and schedule will help you scale the work and think through how much time your agency is willing to spend on your social media plan.

#### Channels

List the social media channels you plan to use. You may want to consider doing one at a time or starting with a couple and consider using others later. Be sure to set a goal for when you would like to start which channel.

- **[Our Agency will start with Facebook and Twitter]**
- **[We may explore YouTube and Linked In further down the line]**

## Posting Schedule

It might help to set up this schedule on an Outlook calendar or if you don't have outlook you can use Google calendar (make it shared if there is more than one contributor). Set up recurring events to remind you about posts and information that you need to share on the designated channel.

### **[Consider your weekly/monthly calendar (claim time etc) and set up a schedule]**

*[\*\*Some Hints For your Scheduling: A common question is "how often do I post on your channels?" One of my favorite answers to this question is to set expectations for your followers and then follow that schedule. Be consistent. If you only have time to Tweet once a day, post on Facebook twice a week and blog once a month, that is fine because your users know what to expect and will not be disappointed if you don't post on Facebook 3 times a day.*

*Another common response is this: Twitter is meant for quick and constant information, if you haven't been active with your Twitter presence for a whole week your feed will be considered stale. Facebook doesn't have to be as consistent as Twitter but should try to update it once a week to make sure your page is up-to-date. Blogging is another dimension because it takes a lot more time to make your posts, you can't just retweet or share so if you wanted to post a blog once a month and do it consistently that is good. They suggest not going more than 6 weeks with a blog.]*

## Contributors

**[Propose who would be responsible for posting and what kind of topics]**

## Topics

**[Propose the types of topics/news/information you will post]**

**Phase 3:** Implementation. You have determined your channels and your schedule. Write down when and how you plan on implementing them. How and when are you going to set up your accounts? Who is going to do it?

**Phase 4:** Integrated Marketing. Advise other departments and members of your agency that you are launching new social media channels. Let them know that you can work together to get the word out that these new social media channels exist and you can provide an opportunity for them to get information posted on your social media channels and to your followers. If your agency determines this is important, put together a schedule for these types of posts too, maybe have the person be a constant contributor.

**Phase 5:** Reporting and Maintenance. Social Network Reach, Blog Postings, Referral Traffic, New Twitter Followers etc. Ongoing Maintenance will include, new postings, social media application updates, user interface etc.

## 4. Project Schedule

Example of a project schedule. Make your own. Take into account all that you wrote in the previous points and create a schedule to execute your proposed plan!

We will keep these schedules on our shared outlook calendar.

**February 4:** Deadline for: Set up schedule for the Month of February (February 7-March 10th) including Topic ideas, Timing of Postings and Who is Going to Post and Where (for our established accounts - FB Fan Page, Twitter, Linked In)

**February 6:** Download and Analyze analytics and insights for the social marketing networks that we have been doing for the previous month.

**February 25:** Deadline for: set up plan/schedule to approach potential clients via our social media accounts. Determine which searches to run to find the right people, which people would be appropriate to contact, how many people would be appropriate to contact, how much we contact them and what the message(s) should be.

**March 8:** Begin Assessing the success of the targeted approach vs. the previous month's "Insights"

**March 9:** Compare the previous month's stats with the Targeted approach stats. (this will be ongoing. Especially each time we do something different.)

**March 14:** Deploy the "contact and social network plan"

(e.g. on twitter talking to connections by commenting on an interesting post or telling them to check out an article or even one of our products. Liking on Facebook, suggesting they like our Facebook Page)

## 5. Key Success Factors

Key Success Factors	Justification
Sales, Marketing, Customer Service, Management, IT Buy-In	IT/Customer Support buy-in is really helpful for an immediate response for technical questions posted on the social media pages from support.  Remembering to include social media accounts on other marketing materials helps with complete marketing integration and tie-in.
Consistency	Consistency from the Social Network contributors is imperative for success

## 6. Qualitative/Intangible Business Benefits

List the benefits to your agency. If they are monetary, state why. If they are meaningful in another way like the following, state those.

1. Better provider/sponsor relationships
2. Increase in website traffic
3. Increase customer loyalty
4. Establish credibility with our providers and potential providers
5. Faster service response and resolution time

## 7. Required Resources for Implementation

- Staff resources: Contributors - Xhours/week
- Management in Sales, Marketing, Customer Service: Commitment to assist with goals, quick response rate from support and integration with normal sales/marketing process.

## 8. Social Media Resources

<a href="http://socialmediatoday.com/">http://socialmediatoday.com/</a>	Social Media Marketing Group on Linked In
<a href="http://mashable.com/social-media/">http://mashable.com/social-media/</a>	<a href="http://social-media.blognotions.com/">http://social-media.blognotions.com/</a>