

## Building a Social Media Strategy

### Identifying your department's mission

Your mission is the primary purpose of your department's existence. Colorado State University's mission: *"Inspired by its land-grant heritage, CSU is committed to excellence, setting the standard for public research universities in teaching, research, service and extension for the benefit of the citizens of Colorado, the United States and the world."*

In less formal terms, what is your department's mission? Why does it exist?

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### Identifying your goals

From your mission, you can develop a few goals for all your communications, including social media. Remember that goals should be SMART (Specific, Measurable, Attainable, Realistic, and Timely)

List three possible goals for your department's social media communications. They should connect to your mission. Examples include increasing brand awareness through Facebook likes, lead generation (email opt-ins or content downloads), etc.

1. 

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2. 

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3. 

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### Identifying your audience

List your audience(s) based on your goals. If you have more than one, note primary and secondary audiences.

1. 

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2. 

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3. 

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4. 

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What are the best platforms to reach each audience? Will effective communications require multiple accounts?

### Identifying Content to Share

Now you can consider sample content. When creating content don't forget all of the previous information you have about your missions, goals, audience, and platform, in addition to social media best practices.

How would you describe your unit's voice/personality on social media?

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What topic area "buckets" can you develop content from and share with your audience(s)?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### Measuring your progress

How will you measure your progress?

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### Identifying your resources

List the resources available to your department to meet social media communications goals:

Staffing\_\_\_\_\_

Hours per day/week\_\_\_\_\_

Budget for paid promotions or contests\_\_\_\_\_

Departments with dedicated communications professionals will approach their goals very differently from those without. How do your resources change how you approach your goals? Will you prioritize some and leave others for later?

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**Thanks for attending the September 2013 Social Media Workshop**

Feel free to reach us at [socialmedia@colostate.edu](mailto:socialmedia@colostate.edu)

