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?

_____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

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. ____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

2. ____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

3. ____________________________________________________________________________________
_____________________________________________________________________________________
_____________________________________________________________________________________

Identifying your audience

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

1. _____________________________________________
2. _____________________________________________
3. _____________________________________________
4. _____________________________________________
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?

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

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?

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

**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?

_____________________________________________________________________________________

_____________________________________________________________________________________

_____________________________________________________________________________________

Thanks for attending the September 2013 Social Media Workshop

Feel free to reach us at socialmedia@colostate.edu