

SERVICES INVISIBLE

MY ORGANIZATION'S SOCIAL MEDIA PRESENCE

How to use this document: Download it and write in your own answers to these questions. Answering them in your head is not enough. Write down your plan, ask for input from others and revisit it frequently! Use this as a basis for content creation and post scheduling.

1. SET GOALS

What are your overall goals for social media? Get specific. “I want sales to increase 30% over the next calendar year” is much better than “I want more people to buy my product.” By having targeted goals, you will be more likely to complete them and have better metrics for success

Who are you trying to reach? Ask yourself what your key demographics are (both primary and subsequent secondary groups). Again, specificity is key. “Women” is too broad. “Woman age 25 - 40 with at least one child and a college education” is more informative and will allow you to reach them more effectively. By defining an audience, you can cater what platforms you use to what you know your audience is using. Here are some great articles on social media usage demographics to help get you started

- [The Pew Research Center](#), Demographics of Key Social Networking Platforms
- [Sprout Social](#), Social Media Demographics for Marketers
- [Facebook](#), Audience Insights
- [Business Insider](#), REVEALED: A Breakdown Of The Demographics For Each Of The Different Social Networks
- [Adweek](#), Infographic: Who's Really Using Facebook, Twitter, Pinterest, Tumblr and Instagram in 2015

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FACEBOOK

- **Post Frequency:** How often will you be posting? (Ideal frequency can range from once a day to 3 - 5 times a week)
- **Time Commitment per week:** How many hours will it take you to maintain a *consistent* presence?
- **Audience:** How will this platform help you reach your audience? Facebook keeps very good demographic data, accessible [here](#). Scroll over each demographic's name and roll your mouse over the little *i* icon that pops up for even more info
- **How we reach people:** What strategies do you use to reach and broaden your audience on Facebook?
- **What we post:** Create a gameplan! Do you post images, video, links back to your website, press clippings? Make a note of any possible series like inside looks at product development, Throwback Thursdays, user submitted photos of your product, etc.
- **What we do not post:** This is an important one that most people forget. Outline exactly what will never make it to your Facebook page. This list will look different for every company. Sometimes it's appropriate to post about politics or religion if it fits within your brand identity. Sometimes it's not. Whatever you do, do it with intention and thought.
- **Interaction:** Do you respond to questions and posts to your page? What do you do when a customer writes a negative review of your business? What do you do when someone compliments your brand? Outline engagement protocols now so that you'll have a thought out, planned response when the situation arises
- **Challenges:** What will be your biggest challenges with the platform and how will you solve them? For Facebook, the most common is limited page reach and engagement (Not everyone who likes your page will see your posts), time management, and angry commenters. Start thinking about solutions to these challenges early on to maximize your effectiveness.

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TWITTER

- **Post Frequency:** How many times a week or day will you post? (Ideal frequency: 1 - 3 Tweets a day, with a break on weekends. Never go more than 3 or 4 days without a tweet)
- **Time Commitment per week:** How many hours will it take to maintain a presence?
- **Audience:** How will this platform help me reach my audience? How is it different from other social media platforms?
- **How we reach people:** Twitter allows you to search hashtags and keywords to find people to interact with. Which ones will you use? Which ones will you monitor?
- **What we post:** Make a Twitter specific plan. Share articles, become a forum for discussion, post photos, etc. Note: Do NOT automatically repost content from Facebook! It is rarely effective and will usually lack any context due to Twitter's 140 character limit. Instead, post the same content (i.e. a photo or link to a blog post) but frame it in a different way that caters to your Twitter audience.
- **What we do not post:** What content is not appropriate for your brand? What content is not appropriate for Twitter in general?
- **Interaction:** Twitter is based around response. Your followers will expect answers to questions, complaints, or positive comments. Outline the protocol. Don't forget that Twitter gives you an opportunity to interact with new audiences and seek out people who might be interested in your product.
- **Challenges:** What will be your biggest challenges with the platform and how will you solve them? With Twitter, the character limit is the most common challenge. 140 characters will quickly get eaten up. Links or photos can take up 12 - 20 of them. How will you circumvent this issue?

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INSTAGRAM

- **Post Frequency:** How many times a week or day will you post? (Ideal frequency: Between one a day and one a week. DO NOT post a bunch of photos all at once. Save them and roll out your content slowly over the week, with purpose. Never post more than twice a day)
- **Time Commitment per week:** How many hours will it take to maintain a presence?
- **Audience:** How will this platform help me reach my audience? How is it different from other social media platforms? Instagram skews younger than other platforms, with 53% of 18-29 year olds using the platform¹. This may or may not work in your favor.
- **How we reach people:** The quickest way to build up an Instagram is to like other people's photos that relate to your brand in some way. Find relevant hashtags and search nearby locations to find photos to like or comment on. What hashtags will you use? What locations are important?
- **What we post:** First and foremost, only post beautiful photos that speak for themselves. Create a visual identity from post to post. Maybe you make sure your account looks like a curated collection of images. I'd also recommend taking photos with a digital camera instead of your cell phone. The quality will be much higher and you will have more control.
- **What we do not post:** What content is not appropriate for your brand? Rule of thumb: Don't post a bad photo or a photo that requires a long caption for a follower to know what they're looking at
- **Interaction:** Be social with your audience! Like and comment whenever appropriate (although be aware that your followers can see what photos you like, so make sure that your liking habits follow your brand guidelines). If someone posts a comment on your photo, always respond, even if it is just to say thanks.
- **Challenges:** What will be your biggest challenges with the platform and how will you solve them? Instagram is an image only platform, so ask yourself how that helps or hurts you.

¹ <http://www.pewinternet.org/2015/01/09/demographics-of-key-social-networking-platforms-2/>

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YOUTUBE

- **Post Frequency:** How often will you post a video or make a playlist? (Ideal frequency: Since YouTube is a platform that always allows people to discover your content regardless of when it was posted, the ideal frequency is totally different from org to org. You may want to post videos once a week, once a month, or whenever you have the content available)
- **Time Commitment per week:** How many hours will it take to maintain a presence? One thing I love about YouTube is that while it takes time to set up, it's weekly maintenance is not nearly as much as other platforms. If videos are properly keyworded, it can be quite self-sustaining
- **Audience:** How will this platform help me reach my audience? How is it different from other social media platforms? Youtube has over 1 billion users and it reaches more 18 - 49 year olds than any cable company, but only 20% of their views come from the US ²
- **How we reach people:** How do you make sure your videos are seen? Keywords, captions and titles. Most views come through searching, so anticipate what your audience will search for. For example, some people might search for "red" while others search "crimson" or "rose"
- **What we post:** Videos must be quality and well produced. If you want someone to watch it, put effort into the production. This does not mean spending a lot of money. A video from a webcam can be great, but only if the sound and video are of good quality. Also think of ways to utilize the opportunity that video gives you. Maybe you can post tutorials of how to use your product, short documentaries on how it's made, etc. Get creative!
- **What we do not post:** What content is not appropriate for your brand? Give guidelines on how to produce videos so your employees know when a video is subpar
- **Interaction:** There's less expected interaction on Youtube, but replying to comments is always a plus!
- **Challenges:** What will be your biggest challenges with the platform and how will you solve them? Most likely your hurdles will be budgets and quality. Find creative ways to problem solve

² <http://www.youtube.com/yt/press/statistics.html>

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PINTEREST

- **Post Frequency:** How often do you pin photos to your boards? (Ideal frequency: between 5 times a day and 5 times a week)
- **Time Commitment per week:** How many hours will it take to maintain a presence?
- **Audience:** How will this platform help me reach my audience? How is it different from other social media platforms? Pinterest skews heavily female and is DIY project, fashion, and home design oriented. Does that match up with your brand?
- **How we reach people:** How do you reach your audience? A great way can be through pinning other people's photos that incorporate your product. They'll get a notification and will be more likely to follow you. For example, if you have a clothing company, have a board of fashion bloggers wearing your product. It gives your clothing legitimacy and a "cool factor" while simultaneously encouraging influencers to engage with you.
- **What we post:** Pinterest is not just about photos. The photos have to link to somewhere! If your business has a blog, this could be a great way to publicize it. It's ideal for DIY projects/tutorials, fashion photos, and recipes. Cater content to the platform. Lowe's and AllRecipes have particularly good Pinterest presences. Much of AllRecipes' content is user generated photos, organized into Boards that link back to the recipe on their website. Lowe's "Build it!" board is also fantastic, with beautiful photographs of DIY projects that link to a page on their site with instructions
- **What we do not post:** What content is not appropriate for your brand? What content is not appropriate for Pinterest? Pinterest is not the best place for organization specific photos, like events or promotional material. Most people use it for creative inspiration, shopping and tutorials so make sure your posts reflect that.
- **Interaction:** Most brands choose not to reply to comments on their pins, but pinning photos from followers is a great way to interact.
- **Challenges:** What will be your biggest challenges with the platform and how will you solve them? I find the biggest challenge to be that photos need to be linked from somewhere. For an online retailer, this is more opportunity than challenge (a photo of a shirt can link directly to a place to buy it) but it may be difficult for other, non commercial organizations to figure out a presence that makes sense

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LINKEDIN

- Note: This, more than any other platform, may not be appropriate for your business. LinkedIn is business strategy oriented. If you're a consulting firm, this is a great place to find clients. It may not be as successful for an arts or humanities focused business
- **Post Frequency:** How often does your organization post an article? (Idea frequency: 3 - 5 times a week)
- **Time Commitment per week:** How many hours will it take to maintain a presence?
- **Audience:** How will this platform help me reach my audience? How is it different from other social media platforms? LinkedIn is business and industry focused and has a slightly older age demographic. It can be a great resource for finding potential new employees.
- **How we reach people:** How do you reach your audience? Many times your own employees will be your best advocates. Encourage them to update their profiles with their positions, have them share company articles, and engage with company posts.
- **What we post:** Sharing blog posts about marketing or development strategies, interesting business articles, or achievements can be a great way to get the word out about your brand. Get involved in one that is relevant to your business interests. If you have a new job opening, post about it and give tips on applying.
- **What we do not post:** What content is not appropriate for your brand? What content is not appropriate for LinkedIn? Again, this is a more professional platform. LinkedIn users are looking to get noticed or hired and learn about business strategy. Don't post unrelated content. If managed poorly, your LinkedIn presence could actually make people think twice about working for your company.
- **Interaction:** Reply to comments on your posts, and engage in groups!
- **Challenges:** What will be your biggest challenges with the platform and how will you solve them? Usually the biggest is finding content that relates to the way people use LinkedIn

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FLICKR

- **Post Frequency:** How often does your organization post photos? (Ideal frequency: Whenever they are available (i.e. after a big event, when a new product is released, etc))
- **Time Commitment per week:** How many hours will it take to maintain a presence?
- **Audience:** How will this platform help me reach my audience? How is it different from other social media platforms? Flickr is less social than it once was. Most organizations use it for organizing images and making them sharable for press purposes
- **How we reach people:** How do you reach your audience? First, organize and make it searchable! Every image should have a title, caption (which should include a link to your website) and lots of keywords. Adobe Lightroom can help streamline this process and has a Flickr plug in for easy uploading
- **What we post:** Photos only. Make sure they're beautiful, of high resolution, and watch out for copyright settings. Sometimes it's in your best interest to give them a Creative Commons license, which allows others to use your photos for free. If you have a great Dia de los Muertos event, a journalist writing about the holiday may need a nice, free photo to accompany their article. However, ALWAYS clear this with your photographer.
- **What we do not post:** What content is not appropriate for your brand? What content is not appropriate for Flickr? Don't post anything that isn't a photograph (no designed posters) and don't post photos without captions or titles.
- **Interaction:** Reply to comments on your posts and follow other organizations
- **Challenges:** What will be your biggest challenges with the platform and how will you solve them? Photo quality can be an issue, as are image rights with photographers. Always make sure the photographer you hire is ok with you using their photographs on social media (If for some reason your photographer isn't ok with this, you should probably look for another one. There are plenty of talented professional photographers out there that won't charge per photo used or insist on a watermark)