

Steps to Social Media Strategy

❖ Before the strategy...

- Do we have access to Social Media at work?
 - If not, consider creating a policy to help ease the organization into allowing access.
 - If not, consider having a youth coalition lead on your Social Media efforts.
 - If not, consider using a smart phone to access your Social Media tools.
- What is our purpose in using Social Media?
 - Is everyone on the same page about this?
 - Social Media is not the objective itself! It is used to help support your objectives and activities.
- Do we have organizational buy in from those who hold the power?
 - Otherwise, a shift in organizational transparency should be priority. (Check out Beth Kanter's book, "The Networked Nonprofit.")

❖ Step 1: Audience

- Who specifically are we trying to reach using Social Media?
 - This must be specific! If there is more than one target audience, it will require a different strategy. Really focus on the niche of the community we are trying to target.

❖ Step 2: Audience Online Activities

- What is our target audience doing online?
 - To help with this, we must listen to what that specific target audience is doing online. Using tools like Bing Social Search, Facebook Advanced Search, and Twitter will help identify what our target audience is doing online.
- What does our target audience care about?
 - Another important aspect of marketing is being able to draw our target audience based on their desires. Knowing what our target audience cares about by listening to what they talk about online will help cater our campaign to the audience's specific needs and likes.
- To help with this:
 - <http://www.google.com/adplanner/static/top100countries/us.html>
 - <https://sites.google.com/site/smdemographiccharts/>

❖ Step 3: Purpose/Goal

- What are we providing our target audience and what do we want them to do?
 - Are we providing a service, solving a problem, giving information?
 - Keep in Mind:
 - What does success look like (how will the success of this campaign be evaluated)?
 - Can we get a baseline on what our target audience feels about the topic by listening?
 - Should a needs assessment be conducted to find out more?
 - Social Media is not the objective itself, it support our objectives and activities.

❖ Step 4: Organizational Considerations

- What kind of funding do we have?
- What are the challenges to overcome?
 - Who is our competition?
- What are our organizational strengths?
 - Who are potential allies and partners?
- Honestly, how much staff time can we offer to this or do we need to hire more people?

❖ Step 5: Tactics/Plan

- Which tools are we going to use based on what our target audience is doing online?
 - Remember: more tools equals more time.

- What are the guidelines and policies of our Social Media presence?
 - For help with this, check out:
 - CDC Social Media Tools Guidelines & Best Practices: <http://www.cdc.gov/SocialMedia/Tools/guidelines/>
 - Database of Social Media Policies: <http://socialmediagovernance.com/policies.php>
 - Responding Flowchart from Dell: <http://bit.ly/DellBlogFlowChart>
 - Policy for the People: <http://socialmedia.policytool.net/>
 - Social Media for Nonprofits – from strategy to policy: www.wearemedia.org
 - Social Media Policies for Government: <http://www.ca-ilg.org/socialmediapolicies>
 - What are the campaign's Key Messages and Slogans?
 - How will this campaign be implemented?
 - Where will this campaign be launched?
 - Need a home base – preferably a blog or website.
 - How do we engage our target audience using information about their online activities?
 - Remember: Think outside the box! Volkswagon used the Fun Theory which had NOTHING to do with their cars, but they used it to reach their audience.
 - How do we relate to our target audience on a personal level?
 - How do we reach and partner with our allies?
 - Who will be managing this Social Media?
 - Roles and Responsibilities
 - Consider a Social Media Team/Committee/Workgroup.
 - Who is posting?
 - Who is responding?
 - What are the deadlines and timelines for this campaign?
- ❖ **Step 6: Experimentation**
- Try it out!
 - Learn from mistakes, try again, and have a party when something doesn't go right! Celebrate when something is not successful!

Important Notes about Social Media Strategy

- ❖ **Consider throughout the steps: Evaluation/Measurement**
 - Google Analytics – www.google.com/analytics (free)
 - Insights
 - What does success look like?
- ❖ **Be malleable and discuss with the team!**
 - As we experiment, some of the strategy may need to be revised. This is part of the process and should happen.
 - Discuss with your team:
 - What is working with the strategy?
 - What isn't working about the strategy?
 - What needs to be changed?
 - What did we learn?
 - Which tools are working?

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