

## BUILDING A SOCIAL MEDIA STRATEGY



### SET GOALS

- Goals are NOT vanity metrics – like “likes.”
- Goals relate back to your business objectives like “attendance” or “development leads” or “build awareness.”
- Social Media can induce ADD –Goals are your Ritalin to keep you on track!



### ASSESS, AUDIENCE, AUDIT

- Pause for a moment and assess.
- What’s my bandwidth. No really, what’s my bandwidth?
- Who is my target Audience? (Age/demographics/Interests)
- Where do they live “socially.”
- Audit: What are my numbers now? What’s engagement look like? Who is my audience today? Does it match my IRL audience?



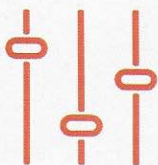
### CONTENT STRATEGY

- Social media is a hungry beast – content needs are ginormous
- Define Content Verticals
- Voice/Tonality – Who do we sound like?
- Define Social Media Channels (Priority vs. Aspirational)
- Sourcing of Content
- Frequency of Posting (Realistic)



### TACTICS

- Create your Editorial Calendar
- Content Creation & Monitoring



### MONITOR, EVALUATE, ADJUST, TRACK

- What’s your most engaging content?
- Which content always resonates?
- What was my audience growth?
- Any new audience?
- Monthly Reporting

