

## Part 2: Social Media Strategy

Overview: We've talked, we've read, we've picked apart what other organizations have done. We've also audited & listened. Now it's time to get down to business. The social media strategy is your chance to think about our discussions, guest lectures, readings and your personal reflections to deliver a strategic plan for a client.

Assignment Objective: To create a strategic social media plan that helps a client create and implement a social media strategy for his/her organization.

Requirements:

1. Situation Analysis
  - a. Standard PR Format, SWOT or alternate.
  - b. The situation analysis should demonstrate your understanding of the situation and evidence that your team is the best team to move forward with this plan.
2. People
  - a. Use the social technographics profiles, socialgraphics, behaviorgraphics, etc.
  - b. Clearly identify all important target audiences around your client's communities of interest
3. Objectives
  - a. Create clear (measurable) objectives.
  - b. Do you need to differentiate long term vs. short term?
4. Strategies
  - a. How do you want relationships with your audiences to change?
  - b. Ex: To achieve this objective, the company will need to take an active role in identifying keywords and phrases on which to build a dashboard for listening and monitoring. It's important the company create processes to not only listen and monitor in an active way but empower people in the company to respond and participate in conversations.
5. Technology
  - a. What applications and technology should you use to meet your objectives?
  - b. How will that technology work for this organization?
6. Measurement/Evaluation
  - a. Measure against your objectives.
7. Timeline
  - a. Create a realistic timeline to implementing your plan. Include categories of responsibility for use internally. (Ex: the twice a week blog should be written by the CEO).
8. Budget
  - a. Estimate budget based on recommended technologies and staff time. Many of the tools are free (or almost free), but take a great deal of time. Budget for both.

Appendix:

- a. Each team member must submit one appendix with sample content (blog post, tweets, FB updates), wireframe or site map, storyboard, podcast, etc.
- b. Choice should be part of the social media plan and used to illustrate or further explain how that tool could work for the client.

Grading criteria:

- Complete plan with all required parts.
- Meets strategic intent: Focused on meeting the organization's objectives using tools and technologies that make sense for the organization and for the audiences.
- Written in appropriate tone: Professional, well-reasoned, strategic, creative
- Presents relevant content: Technology recommended represents the company's brand and is appropriate to key audiences