

Social Media Strategy Worksheet

- 1. Team:** Identify who will have primary responsibility for populating, maintaining and monitoring your site. Ensure that they have the time and enthusiasm to devote to this project. List the team members:
- 2. Primary goals:** Are you trying to communicate a campaign, generally promote your department, or communicate with alumni? Define your goal for your social media presence:
- 3. Measuring success:** Determine how you will measure the success of your site. Increased traffic to your website? Better communication with students or prospective students? A new network of colleagues? List how you plan to measure the site's success, and enumerate the tools you'll use to track that success:
- 4. Audience:** Identifying your audiences will help you tailor your content and will also assist you in choosing the right tool. *List your primary audiences:*
- 5. Current Conversation:** This relates to listening. Survey the social media landscape for the "thought leaders" in your field. What are people already saying? What are people saying about you? Who is saying it? *List the topics, people and sites that are leading conversations relevant to you or your program:*
- 6. Content:** Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? *List the content you will be sharing via social media:*
- 7. Name and Design:** *Identify a simple and descriptive name for your profile that clearly identifies your affiliation with Whitworth:*

The university communications office will supply the necessary icons and photos for you to set up your page.

8. **Evaluation:** Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above. At that time, be prepared to realign your site's content. Ongoing evaluation should also be part of your strategy. *Define your timeline.*