CENTER *for*
ONLINE LEARNING + INNOVATION
CANISIUS COLLEGE

See our strategy in action: https://wiki.canisius.edu/x/fQQbAg

Social Media Strategy Template

Copy the template to your Google Drive for your own use, or print.

Overall Strategy

Publishing on:	**Frequency**	**Posting Responsibility**
List the topics, categories, holidays, and events you want to post on this year…(Example, • *"Center topics: Tech in T&L, Online Learning, Innovation* • *Overviews: Monthly wrap-ups, upcoming monthly promotions* • *Important dates: holidays, center/college/industry events* • *Themes: Yearly theme, monthly themes, weekly themes* • *Content channels: Blogs, Twitter, FB, Newsletter, The Dome* • *Repository: Wiki content")*	*List the frequency you want to post on… (Example, "At least 3 blog posts/week, topics:* • *Tech in T&L* • *Online Learning* • *Innovation* *Each blog post is broadcast to social:* • *FB: Day/Monthly* • *Twitter: Day/Weekly/Monthly* • *Newsletter: Monthly* *at least 8 Social posts/week (besides broadcasting posts")*	*List the posting responsibilities you want to post on… (Example,* *"Mark* • *Posting on M,W,F* • *Technology in Teaching & Learning* • *The Dome* • *Monthly wrap-ups, upcoming monthly promotions* • *Wiki content* *Leah* • *Posting on T, R, S* • *Online Learning* • *Innovation* • *holidays, center/college/industry events"*

Example Week

Monday- Mark	*Tuesday- Leah*	*Wednesday- Mark*	*Thursday- Leah*	*Friday- Mark*	*Saturday- Leah*

Blog: Upcoming September workshops *FB: 1 post* *Twitter: Blog and 1 post*	*FB: 1 post* *Twitter: 1 tweet*	*Blog: GAFE wrap-up* *FB: 1 post* *Twitter: 1 tweet*	*Blog: Engaging students in discussions (includes tutorial links and workshop advertisement)* *FB: 1 post* *Twitter: 1 tweet*	*FB: 1 post* *Twitter: 1 tweet*	*FB: 1 post* *Twitter: 1 tweet*

Posting Calendar Template

Select the mediums you want to post on and the days you want to post on, and delete the rest.

Sunday	**Monday**	**Tuesday**	**Wednesday**	**Thursday**	**Friday**	**Saturday**
Blog: *Type in what you will post to the blog today...*	Blog: *Type in what you will post to the blog today...*	Blog: *Type in what you will post to the blog today...*	Blog: *Type in what you will post to the blog today...*	Blog: *Type in what you will post to the blog today...*	Blog: *Type in what you will post to the blog today...*	Blog: *Type in what you will post to the blog today...*
Facebook: *Type in what you will post to Facebook today...*	Facebook: *Type in what you will post to Facebook today...*	Facebook: *Type in what you will post to Facebook today...*	Facebook: *Type in what you will post to Facebook today...*	Facebook: *Type in what you will post to Facebook today...*	Facebook: *Type in what you will post to Facebook today...*	Facebook: *Type in what you will post to Facebook today...*
Twitter: *Type in what you will post to Twitter today...*	Twitter: *Type in what you will post to Twitter today...*	Twitter: *Type in what you will post to Twitter today...*	Twitter: *Type in what you will post to Twitter today...*	Twitter: *Type in what you will post to Twitter today...*	Twitter: *Type in what you will post to Twitter today...*	Twitter: *Type in what you will post to Twitter today...*
Instagram: *Type in what you will post to Instagram today...*	Instagram: *Type in what you will post to Instagram today...*	Instagram: *Type in what you will post to Instagram today...*	Instagram: *Type in what you will post to Instagram today...*	Instagram: *Type in what you will post to Instagram today...*	Instagram: *Type in what you will post to Instagram today...*	Instagram: *Type in what you will post to Instagram today...*
YouTube: *Type in what you will post to YouTube today...*	YouTube: *Type in what you will post to YouTube today...*	YouTube: *Type in what you will post to YouTube today...*	YouTube: *Type in what you will post to YouTube today...*	YouTube: *Type in what you will post to YouTube today...*	YouTube: *Type in what you will post to YouTube today...*	YouTube: *Type in what you will post to YouTube today...*

Event Launches: *Type in any Event Launches you need to post about to these spaces...*	Event Launches: *Type in any Event Launches you need to post about to these spaces...*	Event Launches: *Type in any Event Launches you need to post about to these spaces...*	Event Launches: *Type in any Event Launches you need to post about to these spaces...*	Event Launches: *Type in any Event Launches you need to post about to these spaces...*	Event Launches: *Type in any Event Launches you need to post about to these spaces...*	Event Launches: *Type in any Event Launches you need to post about to these spaces...*
Influencers	*Type in the influencers you are following this week...*					
Categories	*Type in the categories you are following this week...*					
Notes	*Type in the discussions you are seeing in these areas...*					

Content Ideas Template

July	**August**	**September**	**October**	**November**	**December**
❏ Topic 1, Person 1	❏ Topic 1, Person 1	❏ Topic 1, Person 1	❏ Topic 1, Person 1	❏ Topic 1, Person 1	❏ Topic 1, Person 1
❏ Topic 2, Person 1	❏ Topic 2, Person 1	❏ Topic 2, Person 1	❏ Topic 2, Person 1	❏ Topic 2, Person 1	❏ Topic 2, Person 1
❏ Topic 3, Person 1	❏ Topic 3, Person 1	❏ Topic 3, Person 1	❏ Topic 3, Person 1	❏ Topic 3, Person 1	❏ Topic 3, Person 1
❏ Topic 4, Person 2	❏ Topic 4, Person 2	❏ Topic 4, Person 2	❏ Topic 4, Person 2	❏ Topic 4, Person 2	❏ Topic 4, Person 2
❏ Topic 5, Person 2	❏ Topic 5, Person 2	❏ Topic 5, Person 2	❏ Topic 5, Person 2	❏ Topic 5, Person 2	❏ Topic 5, Person 2
❏ Topic 6, Person 2	❏ Topic 6, Person 2	❏ Topic 6, Person 2	❏ Topic 6, Person 2	❏ Topic 6, Person 2	❏ Topic 6, Person 2

January	**February**	**March**	**April**	**May**	**June**
❏ Topic 1, Person 1	❏ Topic 1, Person 1	❏ Topic 1, Person 1	❏ Topic 1, Person 1	❏ Topic 1, Person 1	❏ Topic 1, Person 1
❏ Topic 2, Person 1	❏ Topic 2, Person 1	❏ Topic 2, Person 1	❏ Topic 2, Person 1	❏ Topic 2, Person 1	❏ Topic 2, Person 1
❏ Topic 3, Person 1	❏ Topic 3, Person 1	❏ Topic 3, Person 1	❏ Topic 3, Person 1	❏ Topic 3, Person 1	❏ Topic 3, Person 1
❏ Topic 4, Person 2	❏ Topic 4, Person 2	❏ Topic 4, Person 2	❏ Topic 4, Person 2	❏ Topic 4, Person 2	❏ Topic 4, Person 2
❏ Topic 5, Person 2	❏ Topic 5, Person 2	❏ Topic 5, Person 2	❏ Topic 5, Person 2	❏ Topic 5, Person 2	❏ Topic 5, Person 2
❏ Topic 6, Person 2	❏ Topic 6, Person 2	❏ Topic 6, Person 2	❏ Topic 6, Person 2	❏ Topic 6, Person 2	❏ Topic 6, Person 2