TO USE THIS TEMPLATE, CLICK *FILE*, THEN *MAKE A COPY*.

Social Media Strategy Template

Last updated: *(Recommended to review and update this strategy each year.)*

I. Analyzing

Goals:
What are we striving to accomplish?
What are our goals for each social media platform?
Do we have the time and resources to post on a regular basis (recommended: at least 1x per week) to support reaching our goals?

KPIs:
What key performance indicators do we need to establish for each social media channel to measure that we are tracking toward success of our goals?

Target audience(s):
What audience(s) are we trying to reach?

Platforms:
What platforms are our target audience(s) on?
What platform(s) do we have the time and resources to effectively use in order to reach our target audience(s)? (Recommended: quality over quantity. Better to be on fewer platforms and use them well than to try to be on every platform but have a low quality presence.)

Competitor analysis:
What social media platforms are departments at our competitor schools using?
How many followers do they have?
How often are they posting?
What types of posts are doing well on their social accounts?
What aren't doing well?

Current audience analysis (if not creating a new account):
On our current social media platforms, what's the demographics of those who are following us (age, gender, location, etc.)?
What's the demographics of those who are engaging with us (liking, commenting,

sharing)?
Do these match up with our target audience(s)?

Current platform analysis:
How often are we posting?
What's our average engagement over the past 30 days?
What's performed well on our account(s)?
What's performed poorly? (Look at engagements and reach.)
How does this compare with our competitors' accounts?

II. Planning

Key messages to incorporate:
What are our unique Southern angles to be communicated?
What's our voice and tone as we communicate these key messages?

Content ideas:
What types of original content can we create to communicate our unique angles in an effective and engaging way?
What sources can we use for curating content (reposting/sharing)?

Posting schedule:
How often will we post each week?
Are there certain days and/or times that we should be posting certain content regularly?

Calendar of important events and dates:
What important events and dates are coming up this year that need to be covered on our platforms?

III. Executing
Use the Content Calendar Template or create your own content calendar to map out your upcoming content.

IV. Reporting

Track each post's performance in the Content Calendar. Use the Monthly Report Template to regularly track your overall performance and growth and to see what types of posts are performing best/worst.