**Building a Social Media Strategy**

**Identifying Your Department/Program/Unit Mission**

Your mission is the primary purpose of your department’s existence. Your mission should be tightly tied to the strategic plan of the University of Idaho and any/all unit/college strategic plans.

**University of Idaho’s Mission:** The University of Idaho shapes the future through innovative thinking, community engagement and transformative education.

1. In less formal terms, what is your department’s mission? Why does it exist?

**Identify Your Goals**

From your mission, you can develop a few goals for all your communications, including social media. Goals should be SMART (Specific, Measurable, Attainable, Realistic, and Timely). *Example: Increase follower count from 3,500 (benchmark: Jan 2014) by +250 before Jan 1, 2019.*

List three possible goals for your department’s social media communications. They should connect to your mission. Think about where you’d like to see your social media page in one year. *Examples include: increasing awareness through Facebook likes, lead generation (email opt-ins or content downloads), etc.*

**Identify Your Audience**

List your audience(s) based on your goals. If you have more than one, note primary and secondary audiences.

**Identify Content to Share**

Now you can consider sample content. When creating content don’t forget all of the previous information you have about your missions, goals, audience, and platform, in addition to social media best practices. How would you describe your unit’s desired voice/personality on social media? How will your social media work with other University of Idaho social media? How does your content support your goals?

What topic area “buckets” can you develop content from and share with your audience(s)?

**Measuring Your Progress**

How will you measure your progress? Which metrics do you think will mean the most to your goals (followers, engagement, shares, reactions, etc.)?

**Identifying Your Resources**

List the resources available to your department to meet social media communications goals:

**Launch Plan Timelines and Processes**

Soft launch date (internal, content placing):

Responsible (signs off on content):

Accountable (places content):

Official launch date (external, audience gathering):

Responsible (signs off on content):

Accountable (places content):

Date of first review:

Date of second review:

Quarterly review dates:

**Staffing**

**Permanent** point of contact (responsible user):

U of I email:

Cell phone:

Personal email:

**Primary** point of contact (daily active user):

U of I email:

Cell phone:

Personal email:

**Secondary** point of contact (back up user):

U of I email:

Cell phone:

Personal email:

**Posting**

Projected posting schedule

Hours of day:

Days of week:

Times:

Budget for paid promotions or contests: