[YOUR ORGANIZATION NAME]

Social Media Strategy
- template -

Date:

Your name, your job position in the organization
Your email address:

Instructions for using this template

➢ Slides with a white background, like this one, are instructions to help you customize the template!

➢ When you finish the Social Media Strategy, before you share your strategy with others, remember to **remove these slides from the presentation**!

Executive Summary

- The executive summary is a synopsis of your Social Media Strategy. It should not exceed one page!

The summary should contain the following information:

➢ Identify the **problem** or **need** for a Social Media Strategy!

➢ Explain the **anticipated result(s)**!

➢ Lay out the **budget**, **time** and **resources** required to execute!

➢ Include any additional information worth noting!

Executive Summary

Executive Summary

[**PROBLEM** / What problems are we facing as an organization working with migrants & refugees that social media can help address? (i.e., organization/brand awareness, customer service, reputation, etc.]

[**RESULTS** / What could we potentially achieve by implementing this strategy?]

[**BUDGET/ RESOURCES** / What will be required in terms of time and money to implement this strategy?]

[**TIMELINE** / When will we implement it?]

Social Media Objectives

Setting SMART media objectives

Remember that you need to set objectives that are **S**pecific, **M**easurable, **A**chievable, **R**elevant, and **Time-bound** (or timely)!

Make sure they are aligned to your organization's objectives!

Track the right metrics to stay focused on what matters for your organization!

Note:
The objectives and metrics you'll see further down in this template are examples. Update with what works for your organization!

How our social objectives align to our organization's objectives

Our organization's objectives	Our general objectives on social	Our metrics
E.g.: **Help target audiences/groups find us**	**Increase awareness** *(this illuminate your current and potential audience)*	Reach, impressions, follower growth, shares, etc.
E.g.: **Convince people to choose us**	**Improve engagement** *(this show how audiences are interacting with you)*	Comments, likes, @mentions, etc.
E.g.: **Sell our product/services!**	**Generate conversions** *(this demonstrate the effectiveness of your social engagement)*	Website clicks, email signups, sales, etc.
E.g.: **Keep customers / beneficiaries of our products/services happy and earn their loyalty**	**Develop consumer sentiment** *(this reflect how active customers / beneficiaries think and feel about your brand)*	Testimonials, social media sentiment, average response time (e.g. for required information/social service/support) etc.

Social media specific objectives:

By [date] we will:

1	[Insert S.M.A.R.T objective here — e.g. *"We will grow our Instagram audience by 50 new followers per week."*]
2	[S.M.A.R.T objective]
3	[S.M.A.R.T objective]
4	[S.M.A.R.T objective]
5	[S.M.A.R.T objective]

Target Audience

Defining your audience

Knowing who your audience is and what they want to see, is key to creating content that they will like, comment on, and share. It's also critical for planning how to turn followers into customers/service users.

Use the next slide to clearly and succinctly define who your target **audience/customer/marketing/buyer persona(s)** is.

Def:
Audience persona: a detailed description of someone who represents your target audience. This persona is fictional, but based on deep research of your <u>existing</u> or <u>desired</u> audience.

Related resource: <u>How to Build a Buyer Persona (Includes a Free Template)</u>

Our audience persona(s):

	[Persona name #1]	[Persona name #2]	[Persona name #3]
Current professional situation	[Is this person already employed in the country of adoption, or still searching for employment, what professional background / level of education this person have?]		
Demographics	[i.e., Country of origin of the migrant/refugee, age range, relationship or family life stage, etc.]		
Preferred social network(s)	[What social media platform does this person use most often, i.e. where is the best place to connect with them?]		
Brand Affinities	[Which organizations/brands do they already interact with or admire on social media?]		
Budget (for your product/service)	[What do we know about how much they are willing or able to spend (time, money) in our category?]		
Goals/aspirations	[What do they aim for in the new life they intend to build in the adoption country, and how does our product/service support them?]		
Pain Point(s)	[What is their biggest challenge or struggle?]		
How we help	[How does our product/service solve their challenge?]		

Competitive Analysis

Conducting a competitive analysis

Analyze the competition's social media presence. This will help inform your own social strategy. If you know what your competitors are doing well - and not so well - you'll discover where you might have a competitive edge.

Or, if you're asking your boss to invest more in social media, showing your leaders where your peers and competitors are succeeding, can help with that too.

Use the next slide to create an overview of your competitors' plan. Then conduct a SWOT analysis (strengths, weaknesses, opportunities, threats) for your own organization/brand using slide no. 16

Related resource: How to Conduct a Competitive Analysis on Social Media (Free Template Included)

Overview of our competitors' plan:

	Networks active	Number of followers	Strengths	Weaknesses	Content that resonates
[Competitor # 1]	*[e.g., Facebook, TikTok, etc.]*	*[e.g., 15,000]*	*[What do people like about their presence? What do you wish you had thought of first?]*	*[Which features do they use or not use? What are their engagement rates like? What do you think of their tone and quality?]*	*[Which posts have seen unusual success?]*
[Competitor # 2]					
[Competitor # 3]					

SWOT Analysis for our own organization/brand:

	POSITIVE	NEGATIVE
INTERNAL	**Strengths** •What are our strengths? •E.g. "Video production and expertise" •etc.	**Weaknesses** •What are our organization's/brand's weaknesses on social media? •E.g. "Low Twitter engagement" •etc.
EXTERNAL	**Opportunities** •What/where are the opportunities for our organization/business on social media? •E.g. "Competitors aren't using Instagram Stories" •etc.	**Threats** •What are our organization's/brand's threats? •E.g. "Competitor Y has 2x our social share of voice" •etc.

Social Media Audit

Auditing your social media presence

If you're **already using social media**, take a step back and look at:

➢ What's working and what's not;

➢ Who is engaging with you;

➢ Which networks your target audience is most active on;

➢ How your strategy compares to the competition and/or your peers.

Related resource: step-by-step guide to conducting a social media audit (+ spreadsheet template)

Social Media Benchmarks

As of: [date]

Channel	Number of followers	Number of Posts	Average Engagement Rate	Click-through Rate	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						

Social media audit

[Network #1]	[Network #2]
What's working:	**What's working:**
What's not working:	**What's not working:**
Audience:	**Audience:**
Lessons / hypotheses:	**Lessons / hypotheses:**

Action Items

To Do	When
[eg., Deprecate Twitter account, or Request budget for freelance video editor]	*[end of June]*

Content Strategy

Crafting your content strategy

Determine your <u>content mix</u> and <u>posting cadence</u> on the next two slides.

You can start by using the social media content '***rule of thirds'***:

- ⅓ of content promotes the organization/business and converts audience
- ⅓ of content shares / curates ideas & stories from other accounts
- ⅓ is original content

Related resources: <u>Content Idea Cheat Sheet</u>
Related resources: <u>Social Media Templates to Save You Hours of Work</u>

Content pillars

[Content Pillar #1 eg., Entertaining/Informative]	[Content Pillar #2 eg., Branded/Promo/Sales]	[Content Pillar #3 eg., Organisation Culture/Values]
-offers education or entertainment -doesn't ask for anything back -can be curated or shared from other accounts	-specific to our offering -benefits and features -promotions and sales	-who are we, and what do we stand for? -connect with target audience on a deeper emotional level
Post ideas	**Post ideas**	**Post ideas**
[eg., Instagram Story featuring existing customers (a.k.a. user-generated content or UGC)]	[eg., Black Friday sale]	[eg., volunteer stories from Fun Run, or World Café]
Frequency	**Frequency**	**Frequency**

Resources

Editorial calendar:

[Add Link - this maps out content release schedule for blog posts, campaigns, product launches - anything that will impact what we post on social]

Social media content calendar:

[Add Link - this maps out actual individual posts for each social network, along with visuals, links, copy, etc.]

Content library:

[Add Link - this is where we store all videos, photos, templates, infographics, brand assets, style and voice guidelines, including the content we've already used and the content we might want to use in the future]

Next steps

Measuring your progress

Use analytics tools to measure how you're performing against the goals, business objectives, and metrics you set earlier.

Related resource: The Best Social Media Analytics Tools (+ Free Social Media Report Template)

Once you compiled data, create slides highlighting key learnings and next steps (next 4 slides).

Progress update:

Date range: [from to]

Channel	Net Followers Gain/Loss	Number of Posts	Engagement Rate	Click-throughs	Mentions	Reach
Instagram						
Facebook						
Twitter						
LinkedIn						
Pinterest						

What should we *continue* doing?

[Social network]	[Social network]
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:

What should we *stop* doing?

[Social network]	[Social network]
What's not working:	What's not working:
Why is it not working:	Why is it not working:
Action items:	Action items:

What should we *start* doing?

(what we know/think it works, but we are not doing it yet)

[Social network]	[Social network]
What's working:	What's working:
Why is it working:	Why is it working:
Action items:	Action items:

CONGRATULATIONS!

You've just finished desigining the Social Media Strategy of your organization!

The MyComm Consortium wishes you GOOD-LUCK in implementing your strategy!