



UNIVERSITY COMMUNICATIONS AND PUBLIC AFFAIRS

Social Media Communication Strategy Worksheet - The Where, When and Why

Eric Qualman, author of *Socialnomics*, asks, "The question is no longer should we be doing social media, it's are we doing it right?"

Before jumping into the social media pool, your objectives need to be crystal clear. Why are you using it, who will be doing the work and how can you tell if your effects equal success? The following is a worksheet adapted from one that Tufts University created. Use these questions to help brainstorm whether you and your unit should pursue (or continue) social networking efforts and, if so, to start you strategizing your approach:

- **Purpose**

Why are you participating in social media?

- **Objectives/Goals**

What do you plan to achieve with this social medium? Inform? Encourage dialogue? Share information? What kind of information do you want to share or receive?

How will you measure success? What statistics will be meaningful to you? (Number of hits, event attendance, brand recognition, inbound links, "likes," comments, something else?)

What tools will you use for research and analysis (examples: Hootsuite, Facebook Insights, Twitter Counter)?

- **Marketing Plan**

How will this differ from your primary website and marketing communications? How do you envision incorporating it with your traditional marketing plans?

- **Target Audience**

Who will be reading and commenting on your social media? Who are you trying to engage? How will you identify them and attract them to your networks? Who will be your evangelists?

- **Execution and Maintenance**

What social media networks will you be using and how many accounts will you have for each network?

Who will establish your account/s?

Who will be the administrator/s?

Who will maintain it?

How often will it be updated? Will you create an editorial calendar?

What tools will you be incorporating (photography, video, polls, surveys, geo-location prizes, contests, etc.)? Do you have a budget for this?

How will you connect with other campus social media outposts and official websites?
Will you contribute content to their networks and ask that they reciprocate?

How will you promote it? How will you nurture evangelists?

Do your proposed account managers already understand how social media works or do they need basic training? How will you guide them in best practices for your group?

Will you collect profile data to populate CRM or ecommerce systems?

Do you have a budget for the project? What assets do you need? What do you already have?

Questions?

Learn more about Social Media at UC San Diego at socialmedia.ucsd.edu or contact Kristin Schafgans, (858) 822-3353/kschafgans@ucsd.edu.