

A social media campaign outlines parameters for your marketing strategy across a variety of social media platforms.

STEP ONE:

Draft a detailed campaign plan that specifies your goals. What are your goals?

- Do you want to increase your social media followers?
- Do you want to create general buzz or awareness?
- Do you want to increase project or hashtag mentions?
- Do you want to encourage digital sharing and participation?

STEP TWO:

Do some research during this phase about social media capabilities other than those with which you may be personally familiar. For instance, how can you create a successful, well-promoted Facebook Event? Have you considered a “Twitter Opera” and recruiting additional volunteers to help increase the buzz surrounding a particular event or activity?

Within your plan, specify the social networks you’ll be using and strategize your approach for each. Your plan should include parameters for posts in terms of language, tone, length, and timing. Remember, every outlet has its own personality and norms, so what works on Facebook may not be the best approach on Twitter. In fact, you may find it best to limit your campaign to specific outlets that are more likely to connect you with your target audience. In addition, it’s a great idea to create a uniform hashtag, title, and/or tagline to be used consistently when referencing your project.

STEP THREE:

Determine who will be your point person for your social media campaign and create a schedule of posts, including the space for regular interaction and real-time posting and responding. It is important to directly engage with people in real time, making participants feel included and valued.

STEP FOUR:

Measure and analyze success throughout your social media campaign. What times of day or types of post attract greater activity? Use this data to inform your campaign moving forward.

STEP FIVE:

Remember to post often, keep it social, tell important stories of the project/program/event, and offer opportunities for engagement.

STEP SIX:

Always post with correct grammar and spelling. Use original photography. Present your program/project/event honestly.