



Social Media Toolkit

A Guide to Creating Your Social Media Plan

September 2017

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**Social Media Plan
Cover Sheet**

Date: _____
Completed By: _____

Resources

Staffing

Lead staff: _____

Backup #1: _____

Backup #2: _____

Inputs:

Budget: _____

Equipment: _____

Technology: _____

Time: _____

Checklist:

Social media audit (Quarterly)

Initial Date _____ Follow-up 1 _____ 2 _____ 3 _____

Audience identification Date _____ Revision _____

Goals and objectives Date _____ Revision _____

Workplan Date _____ Revision _____

Evaluation (Quarterly)

Date _____ Date _____ Date _____ Date _____

Where Is Your Audience?

If you want to increase the number of followers you have, you need to identify who those people are. Factors to consider are:

- Age group
- Sector (business, prevention, schools, etc.)
- What they're looking for in social media (entertainment, information, interaction, etc.)
- Where else they go for information/services

You'll have more than one audience. For example, teens are going to have different interests in social media than their parents, and parents will have different needs than professionals. You might eventually decide to have multiple pages on one social media to appeal to different groups, but to start simply consider which platform works best for each audience.

Who is your audience?

1. _____
2. _____
3. _____
4. _____

Where are they on social media?

Group	Facebook	Twitter	Instagram	YouTube	Pinterest
Target audience 1					
Target Audience 2					
Target Audience 3					
Target Audience 4					

What other agencies/businesses do they turn to for information/services? For example, parents might be likely to follow local schools' social media sites, or youth-serving professionals might follow the National Institute on Drug Abuse.

Group	Aligned Site 1	Aligned Site 2	Aligned Site 3	Aligned Site 4
Target audience 1				
Target Audience 2				
Target Audience 3				
Target Audience 4				

Social Media Goals

Agency/program mission: _____

Agency programs/Program Activities:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____

For each program or activity, consider how social media will help to further agency/program mission?

Program or Activity (from above)	Social media benefit
#1.	
#2.	
#3.	
#4.	
#5.	
#6.	

Now consider your results from your audience identification. For each platform you chose in exercise 2, create a goal based on the audience for that platform, the program or activity they participate in, and the benefit you hope to get from using social media.

Example: Your target audience is youth and you've determined that you can best reach them through Instagram. Youth participate in your prevention education program, which you've determined can best benefit from social media by raising awareness of the dangers of substance use.

Goal:

Deadline for Goal: _____

Objectives:

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____

How will you be able to tell when you have reached your overall goal?

Create a Social Media Engagement Map

1. Describe your target market, audience, and tribe.
2. Specify who you're trying to reach.
3. Break out the segments of your target audience.
4. Social networks have multilayered audiences. If they're relevant to you, be sure to address them or at least acknowledge them. Vendors, the media, and other stakeholders are all separate categories, for example.
5. Get granular, by spelling out the demographics and psychographics of your core audiences.
6. Describe the market segments in detail. (What do they like? How do they spend their days? What are their personality characteristics?)
7. Identify the key interests of people in your market segments — the topics that resonate with them.

After you identify your audience and the topics they're interested in, the next step in developing your social media messaging map is to craft some sample messaging, to refine its tone and wording. Follow these steps:

1. Circle back to your goals: Knowing and serving the audience is useful, but staying close to your goals is also important as you craft messages. Suppose that you're a health educator targeting parents. You want to educate parents about the dangers of prescription drug abuse. You also want parents to pass along information to their friends and promote your classes.
2. Establish what types of posts to use: You can develop many types of messages based on the audience and on your goals. A mix of the following elements maintains fresh and relevant content: *Announcements, Events, News, Special offers, Inspiration, and How to.*
3. Come up with specific topic themes for messages that serve both your audience and your goals: Combine everything that you've already considered, and then get *more* creative. Review your message types to home in on content themes geared toward moms in their 40s, such as
 - a. *Announcements: Upcoming classes*
 - b. *Events: Health fairs, rallies, other advocacy events*
 - c. *News: Online articles about prescription drug abuse among minors*
 - d. *Special offers: Refer-a-friend discounts; free trainings or materials*
 - e. *Inspiration: Inspiring quotes*
 - f. *How to: Communication tips, spotting red flags, resources*
4. Craft sample messages geared toward each audience and goal.
 - a. *Announcements: Upcoming training on parent-child communication*
 - b. *Events: Tweet: Join us for a health fair Thursday Evening from 6-8 (Include link to Facebook Event)*

- c. News: Blog Post: Fighting the Opioid Epidemic (Can link from Facebook and Twitter)*
- d. Special offers: VIP Refer-a-friend discounts for Facebook Friends only*
- e. Inspiration: Quote: “Our greatest glory is not in never failing, but in rising up every time we fail.” – Ralph Waldo Emerson*
- f. How to: Video: Spotting the warning signs of prescription drug abuse (link on Blog, Facebook, Twitter and Pinterest)*

The content that results forms a grid specifying who you’re trying to reach and the types of messaging you’ll develop and post to reach them. Detail themes and topics that you’ll incorporate each week in order to show consistency.

When you’re consistent, your audience knows what to expect and becomes more inclined to participate. In fact, they’ll look forward to upcoming content. The sample messaging should indicate tone and voice, down to specific wording.

Content Sources

Use the worksheet below to create a list of sites you can visit frequently to find content for your site. The first two are examples. Then decide how often you have time to visit these sites every week, and create a schedule.

Type of content	Source	URL	Good for	Check-In
Research	SAMHSA	www.samhsa.gov/prevention	Facebook, Twitter	Weekly
Visual elements	Fotosearch The Helpful Counselor	http://www.fotosearch.com/illustration/substance-abuse.html http://www.thehelpfulcounselor.com/5-substance-abuse-infographics/	Instagram, Facebook	
Resources				
Blog posts				
Events				
News				
Humor				