

Social Media Plan Template

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in partnership with

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Social Media Plan - Who, What, Where, When and How

What is your purpose? (Write your 'Social Media Mission Statement' - 2-3 sentences. What do you hope to accomplish with social media.)

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Who will you reach? (What demographics are important to your message and purpose on social media, e.g. Gender, Age, Location, Profession, Family Status, Grantor, Policy Makers, funders/donors?)

| Demographic/Status Type | Demographic/Status Audience |
|-------------------------|-----------------------------|
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Where is your audience? (Based upon your mission and the audience demographics, which social media platforms, community, pages or hashtags does your audience use?)

| Social Network | Links to / Hashtags used by group, community or page |
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Which social networks? (Which ones have you joined and which ones will you join.)

| Social Network | Handle/Name | Link to Account |
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What is your message? (What primary/general topics will you talk about and where will you share and engage community members on these topics?)

| Topics | Where will you share? |
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What is your voice? (Each social network, group, page, message may have a different voice depending upon your brand, the platform, your message, level of engagement sought and your audience. Examples: Conversational, Formal, Educational, Friendly, Informal)

| Network/Group | Voice |
|---------------|-------|
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Who is on Team Social? (Within your organization, your partners and other ambassadors, can be on your Team Social, what is their role and how can they assist in your social media success?)

| Name | Role | Area of Assistance |
|------|------|--------------------|
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Who are your allies? (Who is on social media that is sharing a similar message or shares an interest in your work or audience? Connect and collaborate in your messages.)

| Organization/Ind. Name | Links and Social Media Handles | Shared Interest/Opportunity for collaborative support |
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What are your social media content resources and sources? (How will you keep informed and what resources provide relevant content for your message? What network(s) is best suited to the type of source.)

| Source Name | Source Topic | Source Link | Share to Network |
|-------------|--------------|-------------|------------------|
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When will you post? (Develop a schedule of post for each of your networks for each day of the week at different times of the day. Evaluate your engagement to understand what and when you experience increases responses.)

| Social Network | # of Posts Per Day | Days of the Week | Times |
|----------------|--------------------|------------------|-------|
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When will you respond? (Develop a schedule of who will review each network on which day and how often each day. Set expectations for response time by individual, day of the week and according to the nature of a specific social network.)

| Social Network | Who | Review Date/Times | Response Time |
|----------------|-----|-------------------|---------------|
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How will you respond? (Work with your internal and external experts to develop responses to frequently asked questions or issues. Develop web pages, blog posts, informational videos, and other resources that can be used to quickly answer common issues and questions. Also, have a plan to respond to complaints, mistakes and crisis.)

| Common Question/ Issue | Response | Link to resources |
|------------------------|----------|-------------------|
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How will you track your 'who, what, where, when and how'? (There are many ways to measure your return on investment and most social media networks have guides for measurements and most have built in analytics, tracking and measurement tools.)

| Social Network | What will be measured | How will you measure |
|----------------|-----------------------|----------------------|
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Social Media Policy Template

Social Media Mission Statement (See Social Media Plan - 'What is your purpose?')

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Social Media Logic Model



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