

Designing and Implementing a Social Media Plan: 6 Steps

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What is Social Media Plan?

A social media marketing plan is the summary of everything you plan to do and hope to achieve for your business using social networks.

You can do this with already existing social media accounts.

Adapted from Hoot Suite.

THE 6 STEPS

1. Research and get inspired
2. Set reasonable goals
3. Choose your channels
4. Create a content plan and editorial calendar
5. Consider your audience interaction and ethics
6. Evaluate and adapt

**Why do you
need a plan?**



STEP 1

*Research and get
inspired.*

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- The background is a dark green gradient. In the corners, there are decorative white and light green circuit-like patterns consisting of lines and small circles, resembling a network or data flow diagram.
- **Social Media Audit** (if you have existing accounts)
 - **Research other agencies/companies**

SOCIAL MEDIA AUDIT

- Do a google search for your agency/company
- Make sure all the accounts are “on brand”
- Follow evaluation procedures discussed by Brittany

The image features a dark green background with white, stylized circuit board traces in the corners. These traces consist of straight lines and small circles, resembling electronic components or data paths. The traces are located in the top-left, top-right, bottom-left, and bottom-right corners, framing the central text.

RESEARCH OTHER AGENCIES/COMPANIES

STEP 2

Set reasonable goals.

S.M.A.R.T. METHOD

Specific

Measurable

Achievable

Result-focused

Time-Bound

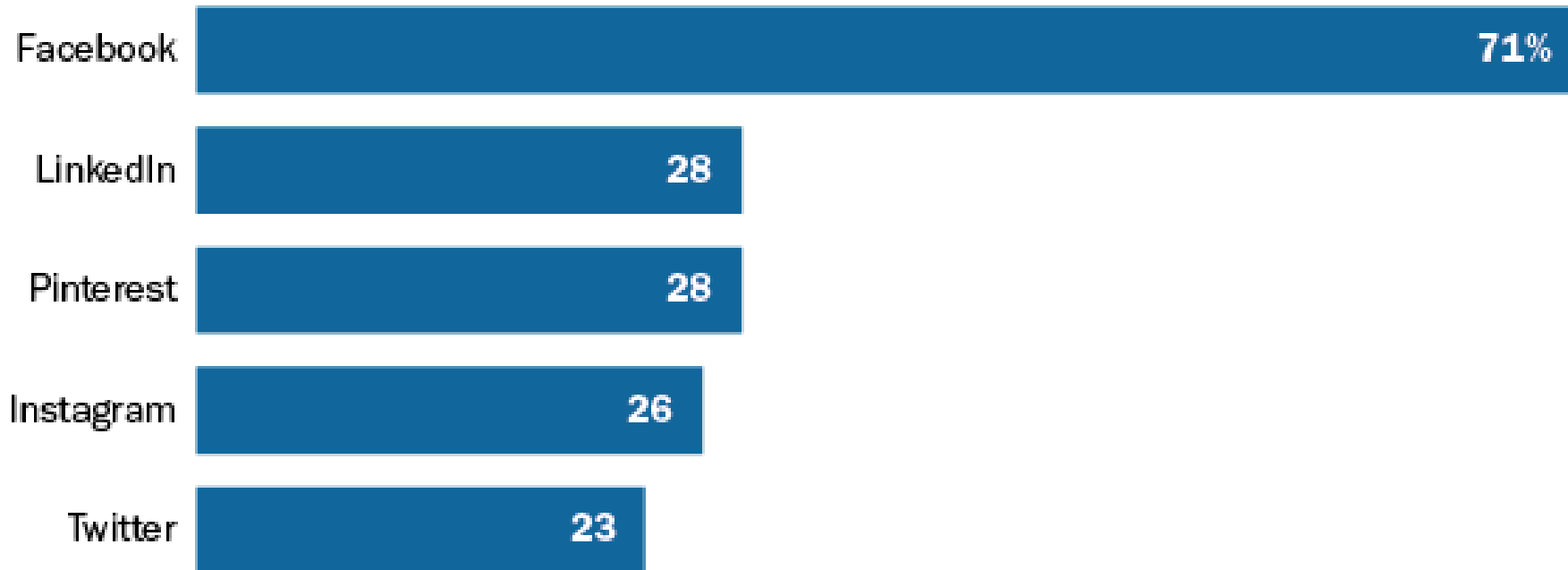
STEP 3

Choose your channels.



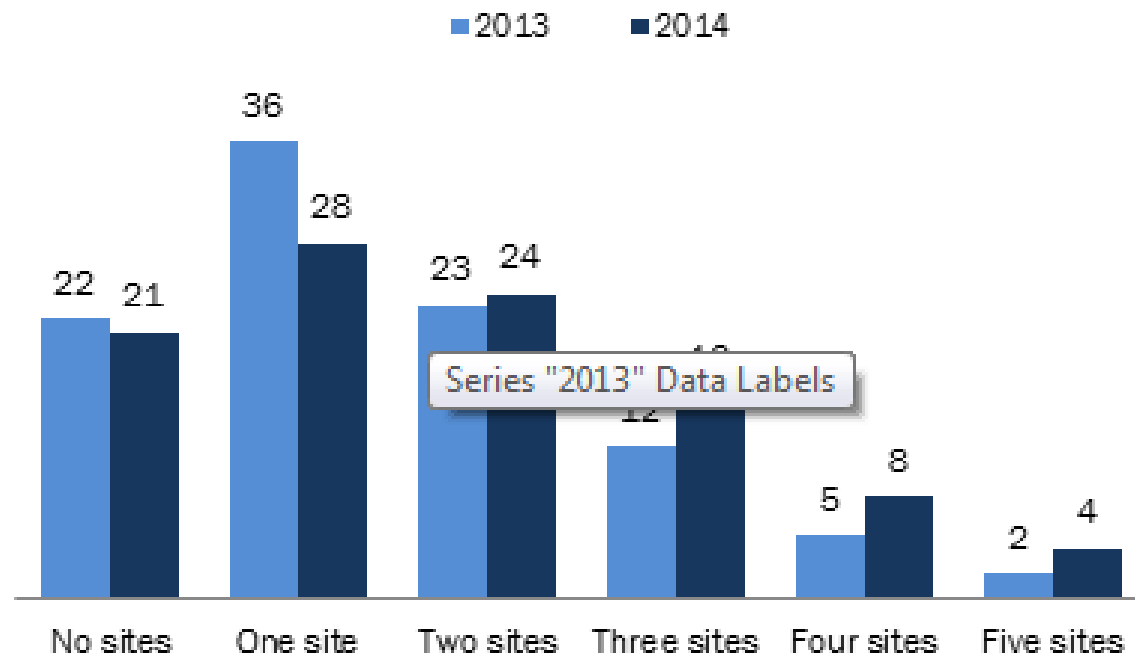
Social Media Site Usage in 2014

Percent of online adults who use the following social media websites



More people use multiple sites

% of internet users who use the following number of social networking sites (sites measured include: Facebook, Twitter, Instagram, Pinterest and LinkedIn), 2013 vs. 2014



Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597.

PEW RESEARCH CENTER

CHANNEL CONSIDERATIONS

- Audience demographics and technical skill level
- Type of content you want to post
- How social media channels work together
- Amount of time you can devote to social media
- What other companies/agencies in your field are using

STEP 4

*Create a content plan
& editorial calendar.*

CONTENT PLAN

- What type(s) of content you intend to post and promote via social media
- How often you will post the content
- Target audience for each type of content
- Who will create the content
- How you will promote the content

EDITORIAL CALENDAR

- Lists dates and times you intend to post content
- Create some content in advance

Time	Type	Topic	Post	Link
Day 1 - Monday				
BLOG POST				
8:00 AM	NEW BLOG		Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	
TWITTER				
6:15	Club Info	Daily Class Schedule	Monday is for #MuscleMass. Get your kettlebell swing game on point.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
11:45	Promo	#HolidayHealth	Winter is coming... share a photo of your favourite exercise for a chance to win a 10 class pass! Add #HolidayHealth to enter.	PHOTO
17:45	Blog Snippet - Paleo	Proteins	"By combining incomplete proteins, you can get complete proteins"	PHOTO
18:35	Food Tips		Dinner time! Harvest Salad with Chicken:	PHOTO
20:00	Exercise Tips	Strength Training	Moderation is key with leg extensions + Picture	PHOTO
FACEBOOK				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
INSTAGRAM				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
14:00	Community	Member of the Month	Extra gold stars for @Casey, our member of the month. She hasn't missed a spin class since she joined!	PHOTO
Day 2 - Tuesday				
TWITTER				
6:15	Club Info	Daily Class Schedule	The Tuesday fitness menu	PHOTO
8:15	Food Tips	Coffee	Grassfed butter, coconut oil, coffee, blend. Have you tried bulletproof coffee yet? Thoughts?	PHOTO
11:15	Exercise Tips	Strength Training	Have you visited the squat rack lately? + Picture	PHOTO
16:15	Community	#TransformationTues	"Half the battle is just showing up when you said you will." Dave is a huge inspiration to us all! #TransformationTuesday	PHOTO

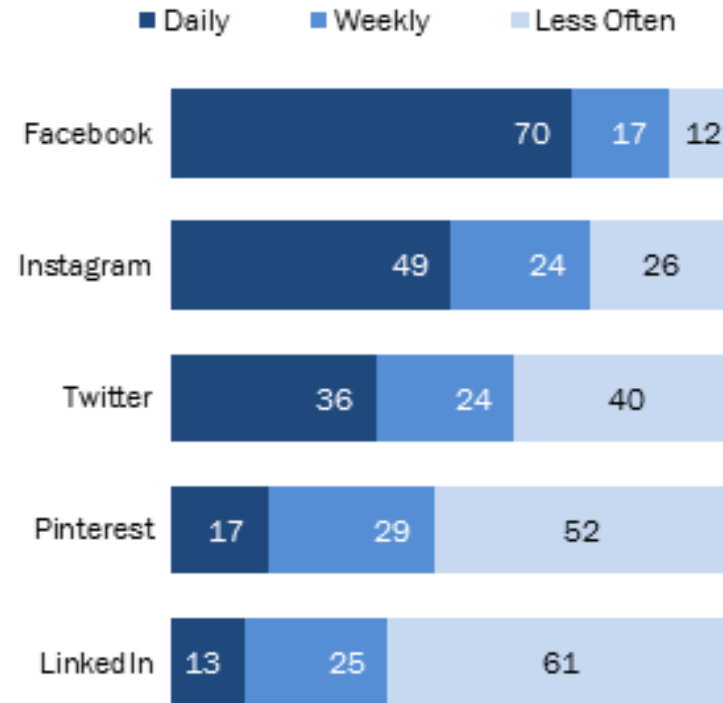
Example from Hoot Suite

CONSIDER:

- The frequency expected on each social media account
- Day and time to post (for most traffic)

Frequency of social media site use

% of social media site users who use a particular site with the following frequencies (% is reported among each specific site's user groups, e.g., 70% of Facebook users use the site on a daily basis)




Pew Research Center's Internet Project September Combined Omnibus Survey, September 11-14 & September 18-21, 2014. N=1,597 internet users ages 18+.

PEW RESEARCH CENTER

STEP 5

*Consider audience
interaction and ethics.*

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- The background is a dark green gradient. In the corners, there are decorative white and light green circuit-like lines with small circles at the ends, resembling a network or data flow diagram.
- Establishing transparency
 - Facilitating conversation
 - Handling negative comments
 - Handling content that is considered inappropriate, controversial, or off topic

STEP 6

Evaluate and adapt.

Designing and Implementing a Social Media Plan: Evaluation

Brittany Williamson
External Communications Program Manager, INDOT

March 8, 2016

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Social Media

- Where to begin? The basics.



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Success Metrics

**Social media is about people,
not logos.**

Measure content

Learn the audience

Improve communication



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Success Metrics

- **Why social media?**
 - Brand awareness
 - Content development
 - Customer service
 - Communication channel
 - Measurable



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Success Metrics

- **Determine metric purpose**
 - What are the agency goals?
 - How does social media help achieve goals?
 - What will social media be responsible for?

- **Create metrics**
 - SMART metrics
 - 10% YTD follower growth, 15% engagement



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Ongoing Analytics

- Klout
- Facebook Insights
- Twitter Analytics



Score Details





63.44 Today's Score ▼ 0.59

65.48 90 Day High

62.66 90 Day Low

Network Contribution



	Facebook	33%
	Twitter	56%
	LinkedIn	5%
	Instagram	5%



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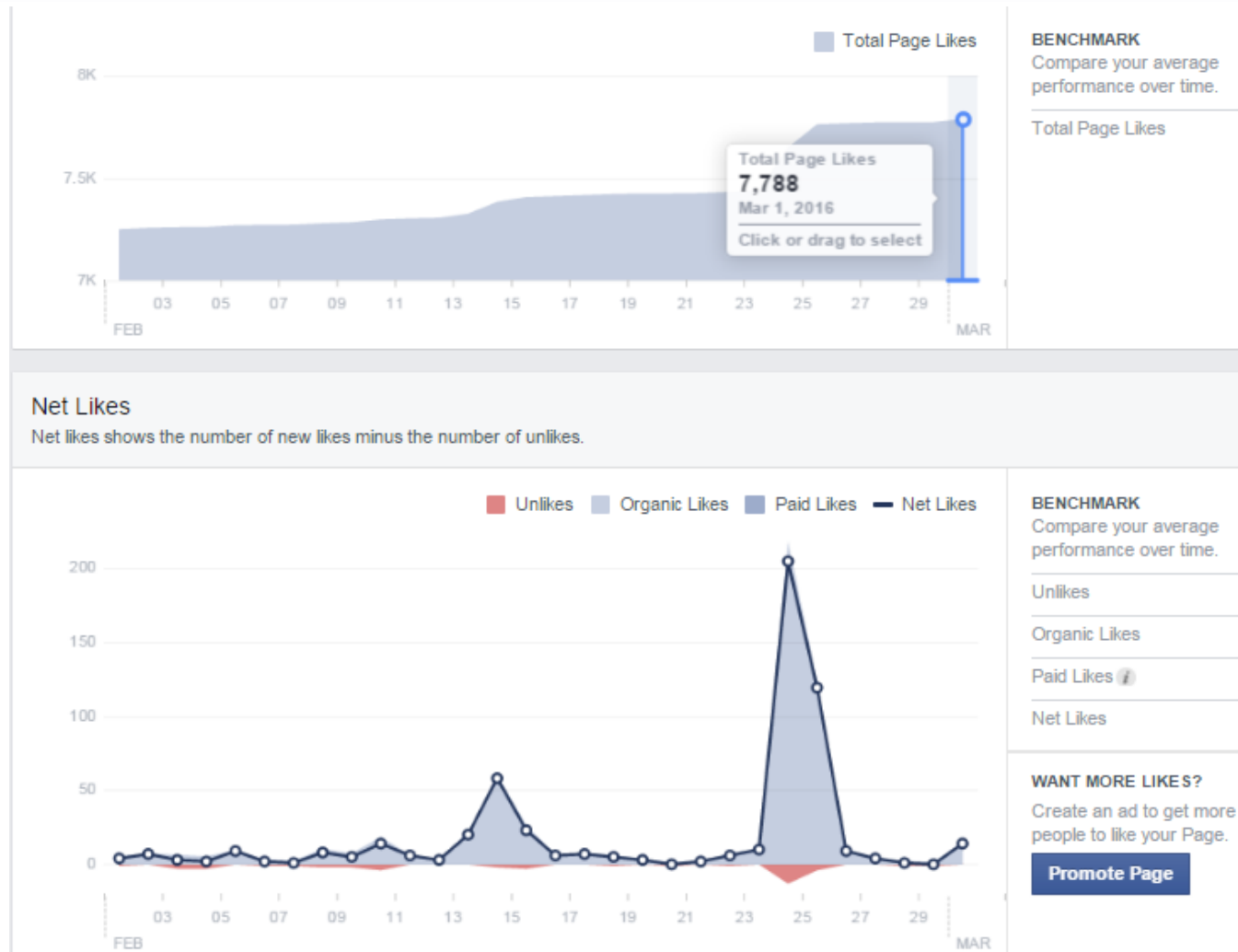
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Facebook Insights



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Facebook Insights

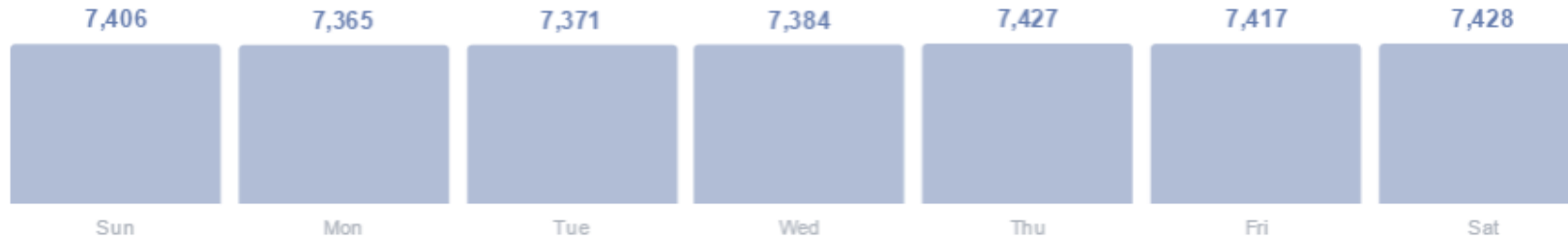
When Your Fans Are Online

Post Types

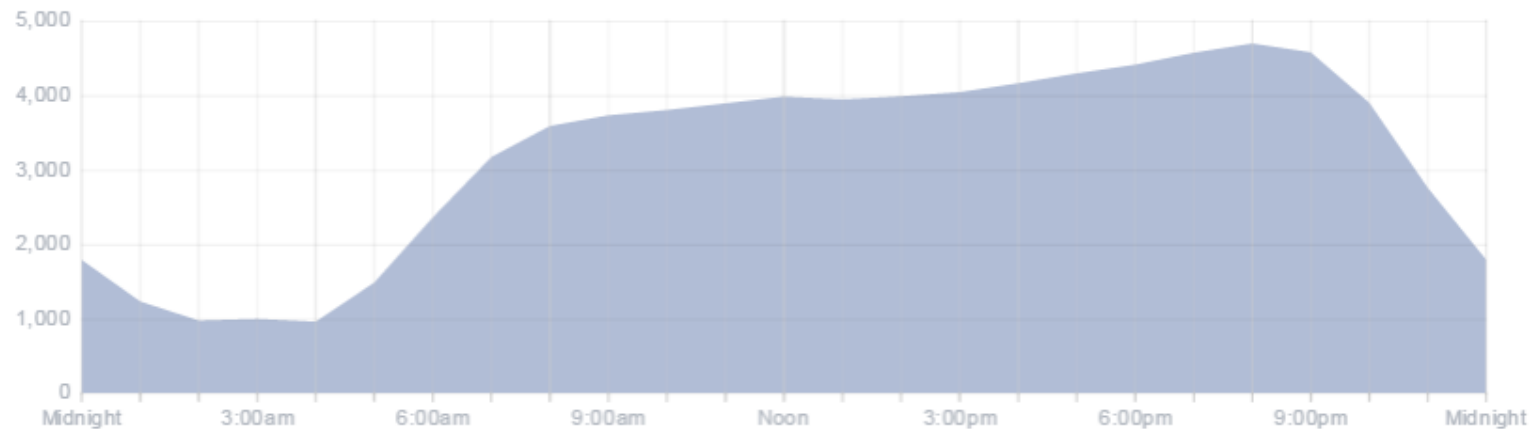
Top Posts from Pages You Watch

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

DAYS



TIMES



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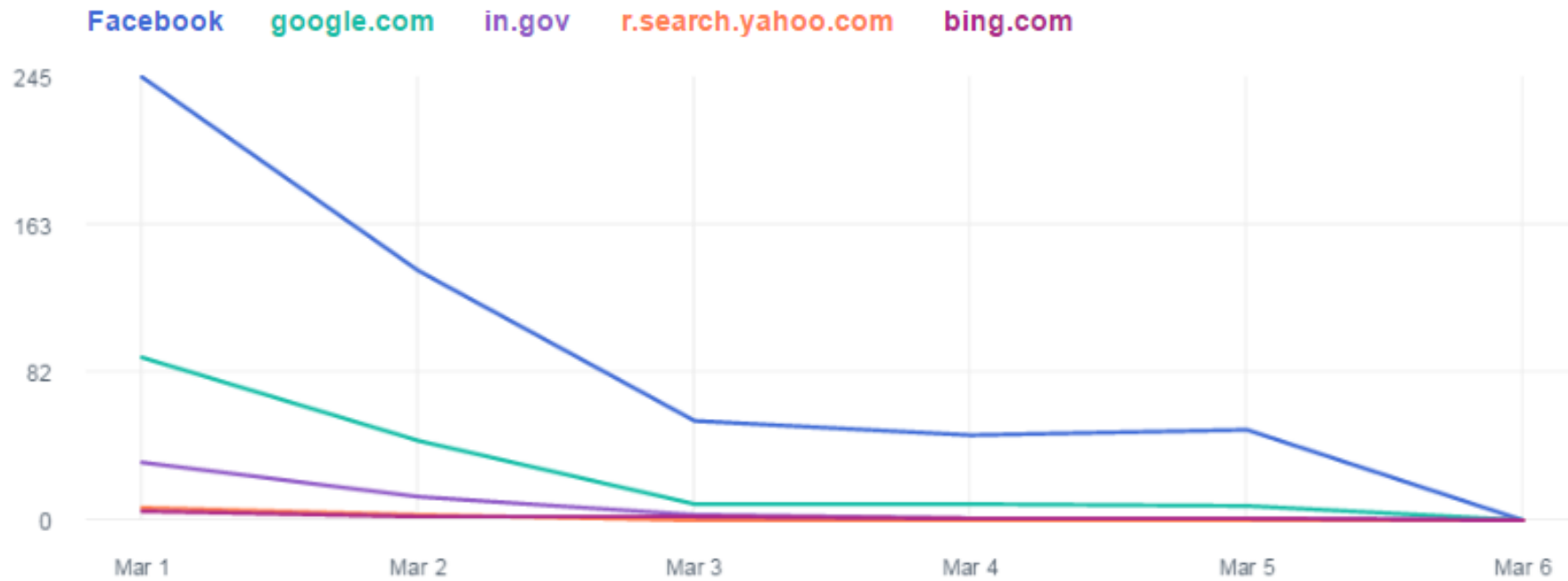


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Facebook Insights

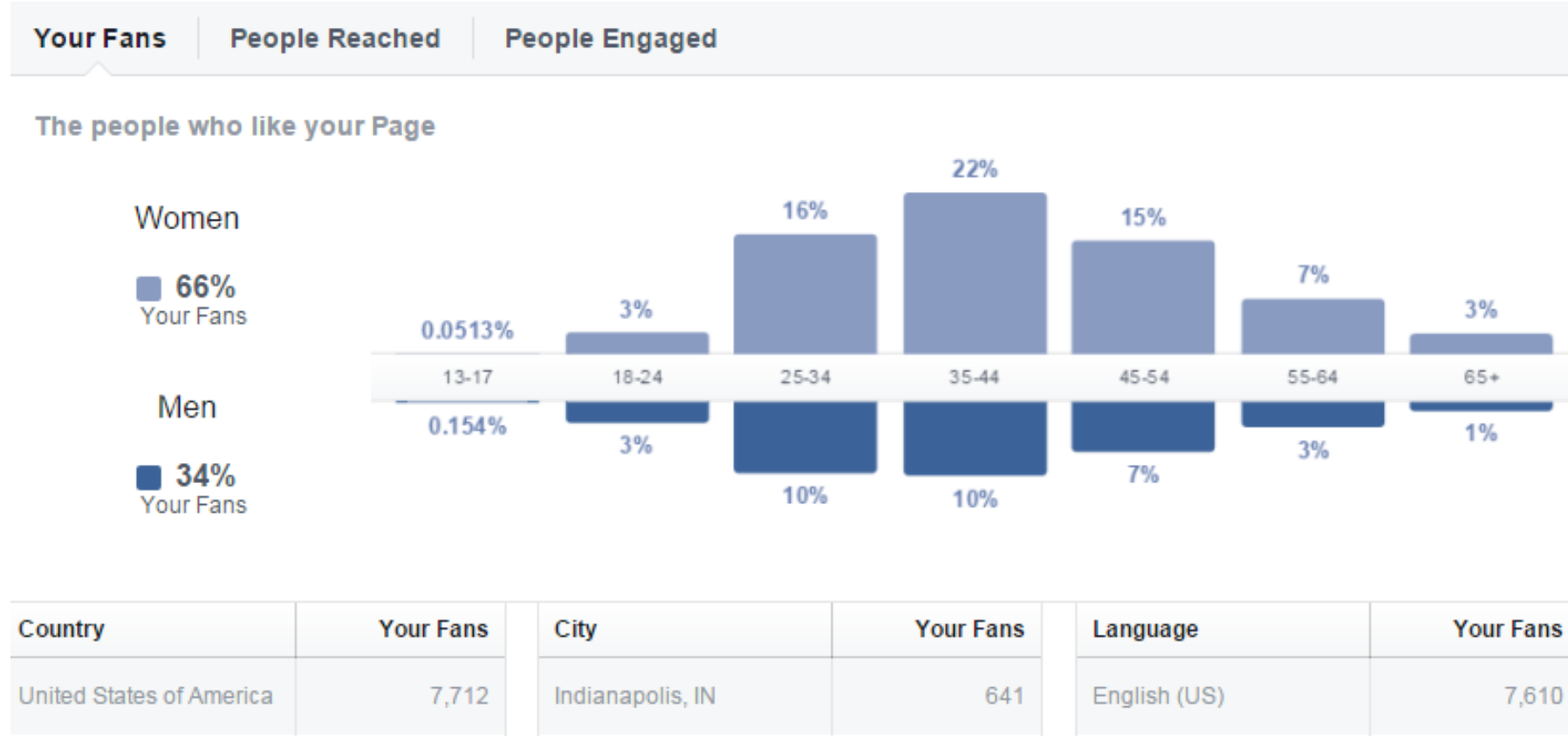
Top Sources



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Facebook Insights



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Facebook Insights

When Your Fans Are Online


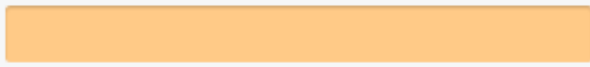
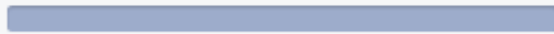


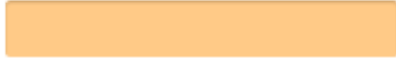




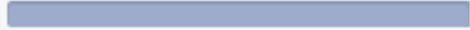





Post Types

Top Posts from Pages You Watch

The success of different post types based on average reach and engagement.

Show All Posts ▾

Reach Post Clicks Reactions, Comments & Shares

Type	Average Reach	Average Engagement
 Link	4,268 	194 82  
 Shared Video	2,867 	206 13  
 Photo	2,743 	162 40  
 Status	1,877 	108 18  



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






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Facebook Insights

■ Reach: Organic / Paid
 ▼
■ Post Clicks
 ■ Reactions, Comments & Shares
 ▼

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/26/2016 8:24 am	 Truck Parking System Coming to Hoosier Highways			49.1K 	2K 3K 	Boost Post
01/04/2016 2:00 pm	 INDOT to track overweight semi license plates Lafayette Journal			24.5K 	1.2K 246 	Boost Post
01/10/2016 8:23 am	 INDOT maintenance staff report color-coded winter driving condi			20.5K 	2K 236 	Boost Post
02/24/2016 6:01 am	 Visit indot.carsprogram.org before you start your commute to se			14.3K 	1.3K 193 	Boost Post
02/15/2016 9:15 am	 #KnowB4UGo *INDOT.carsprogram.org*			10.9K 	221 180 	Boost Post
12/15/2015 1:39 pm	 Roundabout locations are increasing. Brush up on how to navig			9.2K 	359 123 	Boost Post
02/05/2016 9:56 am	 Nearly \$2 million was invested in port infrastructure in 2015 to in			8.9K 	294 48 	Boost Post
02/10/2016 6:50 am	 Check road conditions on your route at INDOT.carsprogram.org			8.1K 	451 35 	Boost Post

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Twitter Analytics



28 day summary with change over previous period

Tweets

185 ↑31.2%



Tweet impressions

303K ↑75.7%



Profile visits

10.3K ↑62.4%



Mentions

314 ↑1.6%



Followers

9,441 ↑469



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Twitter Analytics

TWEET HIGHLIGHTS

Top Tweet earned 14.5K impressions

Lots of weather related crashes statewide. Check [@TrafficWise](#) and [INDOT.carsprogram.org](#) for updates. [#KnowB4UGo](#) [pic.twitter.com/uCbebPx3ta](#)



23 9

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 29.5K people



Jess Bahr

[@JessaBahr](#) [FOLLOWS YOU](#)

Dir. of Campaign Strategy, Strategizing Strategic Strategy at [@SocialFlow](#) // Optimization Enthusiast // Author // Graph Making Aficionado

Top mention earned 363 engagements



NWS Indianapolis

[@NWSIndianapolis](#) · Feb 14

RT [@INDOT](#): Lots of weather related crashes. Check [@TrafficWise](#) and [INDOT.carsprogram.org](#) for updates. [#KnowB4UGo](#) [pic.twitter.com/q7GgBuYybN](#)



8 3

[View Tweet](#)

Top media Tweet earned 10.9K impressions

Check [in.gov/dhs/traveladvi...](#) for travel advisories before you travel. [#KnowB4UGo](#) [pic.twitter.com/CXkbSaYUJd](#)

BEFORE YOU LEAVE HOME TO SEE THE CURRENT TRAVEL ADVISORIES

FEB 2016 SUMMARY

Tweets
196

Tweet impressions
321K

Profile visits
10.3K

Mentions
311

New followers
463



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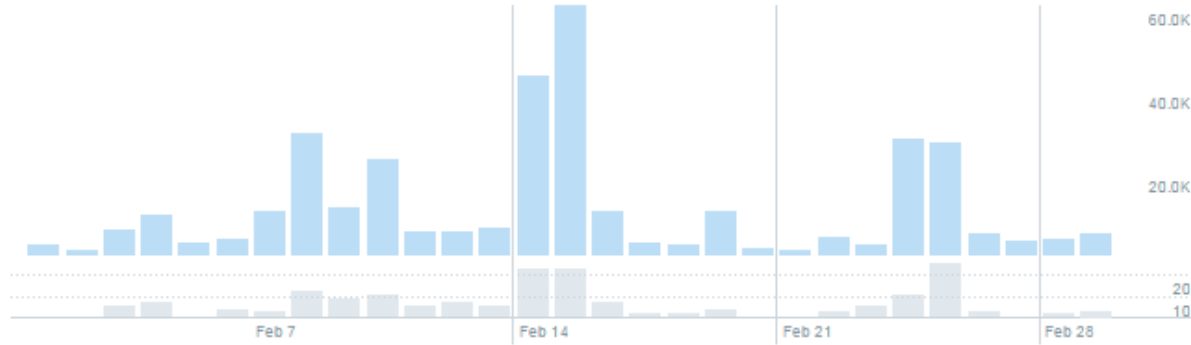


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Twitter Analytics

Your Tweets earned **321.1K impressions** over this **29 day** period

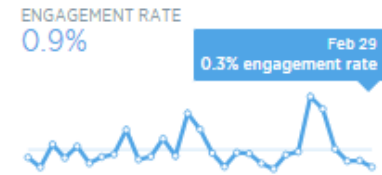


YOUR TWEETS
During this 29 day period, you earned **11.1K impressions per day**.

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	INDOT @INDOT · Feb 14	Lots of weather related crashes statewide. Check @TrafficWise and INDOT.carsprogram.org for updates. #KnowB4UGo pic.twitter.com/uCbebPx3ta		14,582	1,099	7.5%
	View Tweet activity		Promote			
	INDOT @INDOT · Feb 14	Check in.gov/dhs/traveladvi... for travel advisories before you travel. #KnowB4UGo pic.twitter.com/CXkbSaYUJd		10,927	642	5.9%
	View Tweet activity		Promote			
	INDOT @INDOT · Feb 8	The @NWSIndianapolis says there is a potential for "snow squalls" this afternoon through Tuesday. #INDOTWinterOps pic.twitter.com/vAWUUjaS1W		9,216	369	4.0%
	View Tweet activity		Promote			

Engagements

Showing 29 days with daily frequency



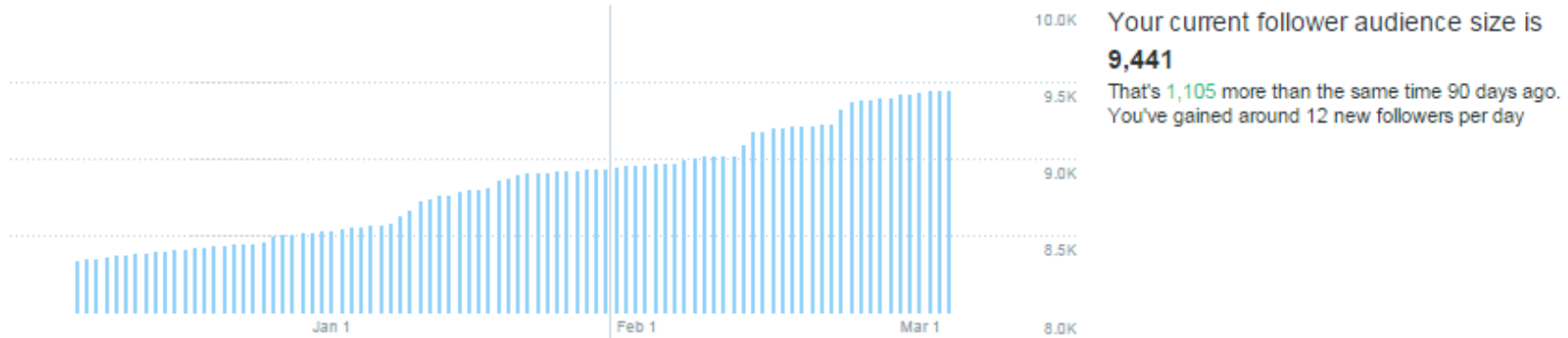
On average, you earned **55 link clicks per day**

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Twitter Analytics

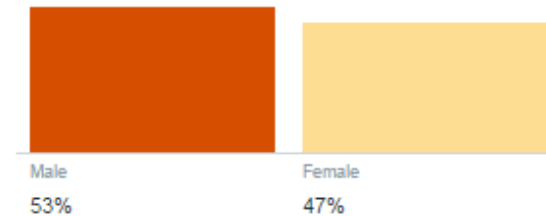
OVERVIEW Top interest Business and news	DEMOGRAPHICS Top language English	LIFESTYLE Top lifestyle type Online buyers	CONSUMER BEHAVIOR Top buying style Ethnic explorers	MOBILE FOOTPRINT Top wireless carrier Verizon
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Interests

Interest name	% of audience
Business and news	77%
Politics and current events	69%
Comedy (Movies and television)	66%
Movie news and general info	64%
Business news and general info	55%
NFL football	50%
Music	47%
Sporting events	38%

Gender



Household income categories

Income category	% of audience
\$75,000 - \$99,999	20%
\$100,000 - \$124,999	17%

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Campaign Analytics



- **Hashtag tracking**

- 2015-2016
#INDOTWinterOps
campaign

- **Tools**

- Tweetbinder
- Keyhole
- RoundTeam



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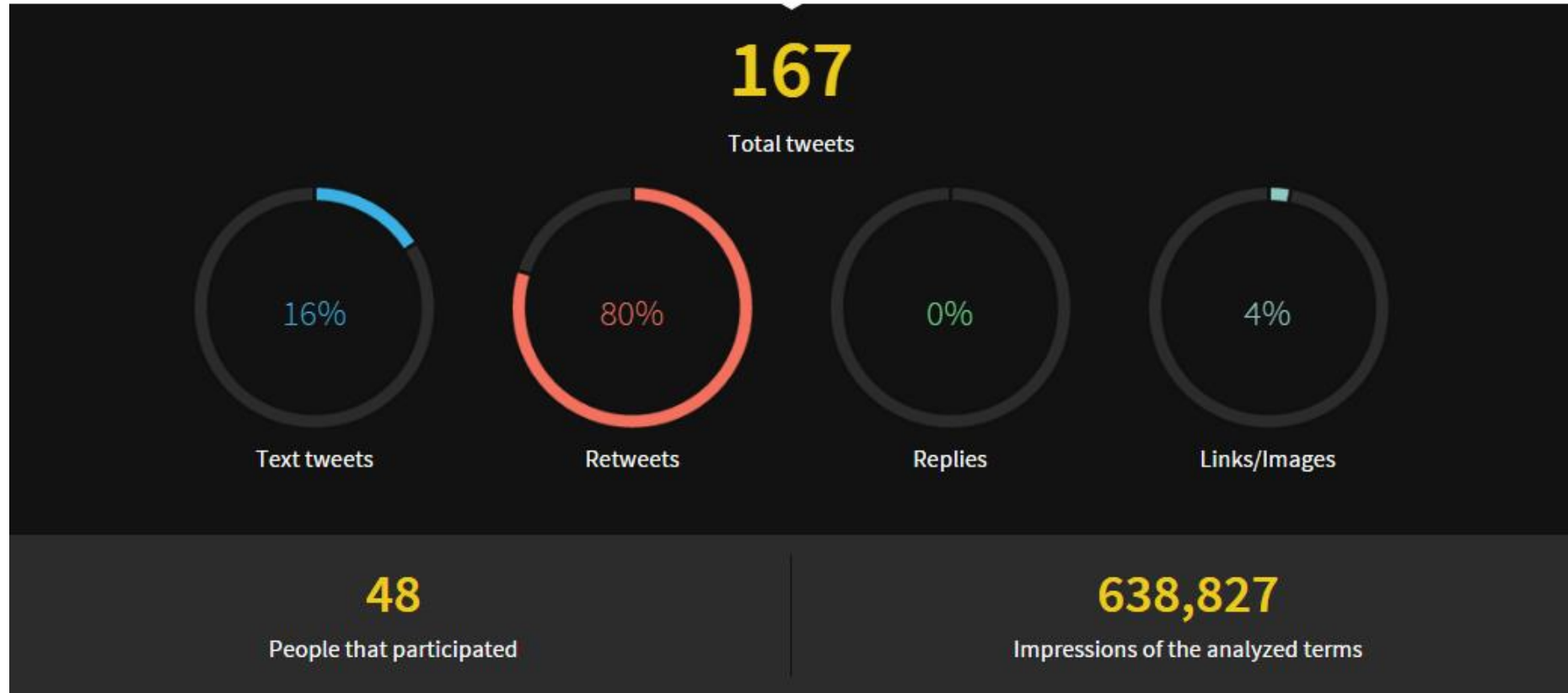


Campaign Analytics – *TweetBinder*



#INDOTWINTEROPS

Reported by @INDOT



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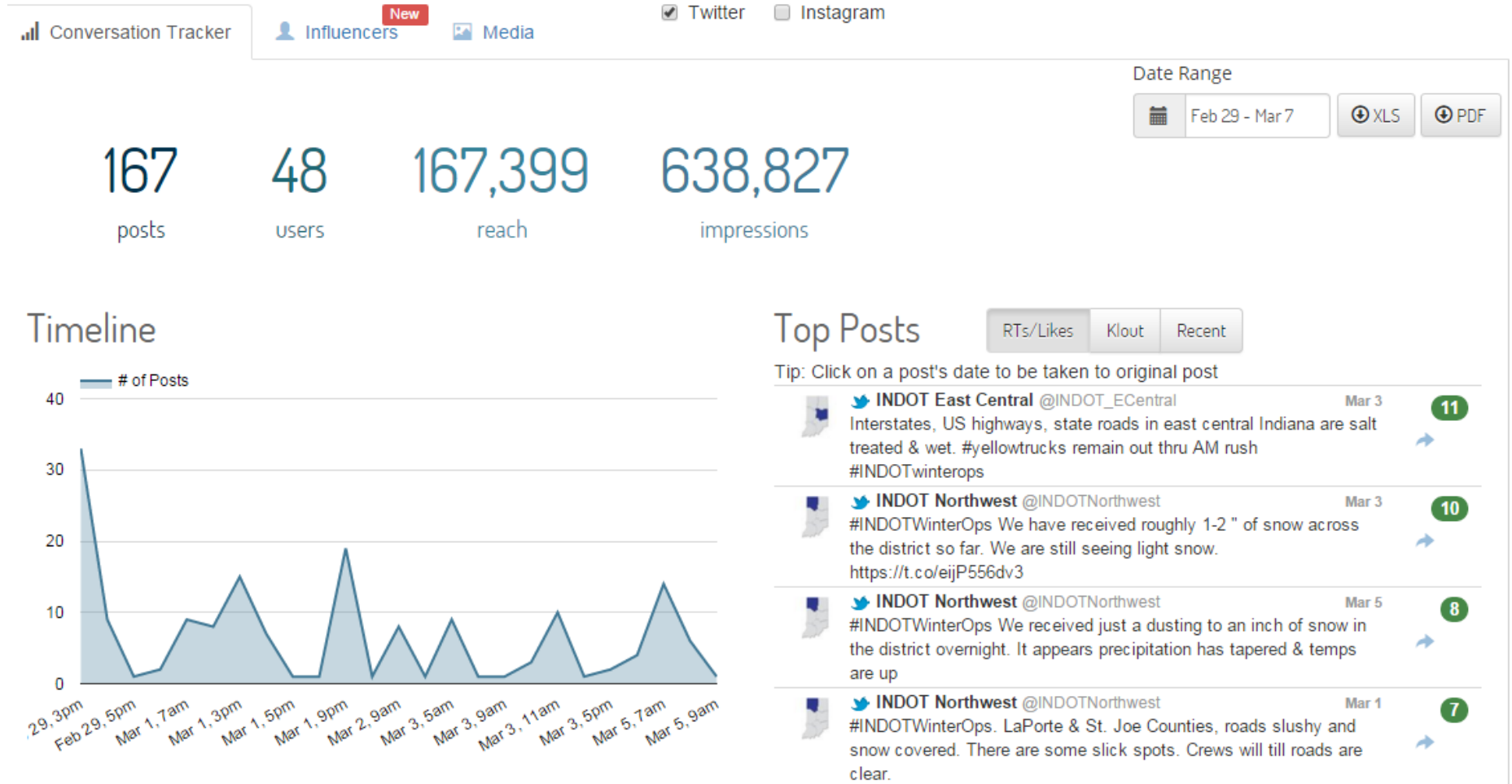
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Campaign Analytics- *Keyhole*

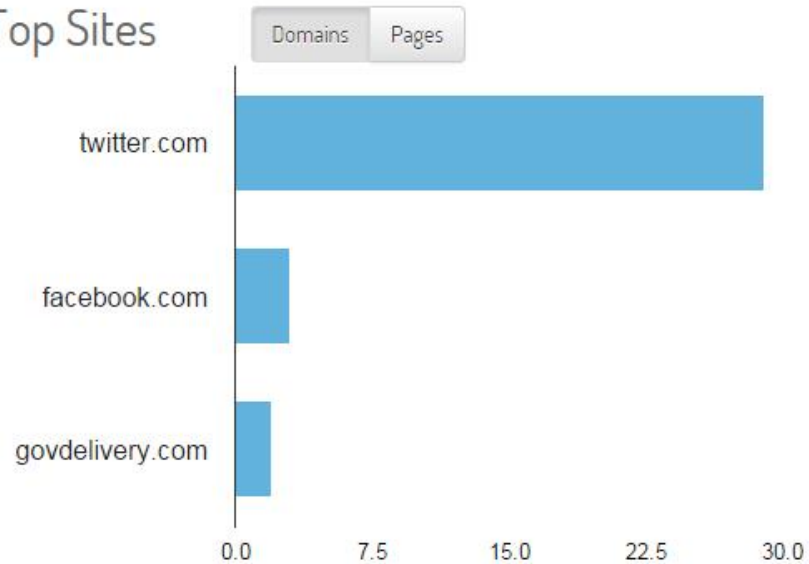


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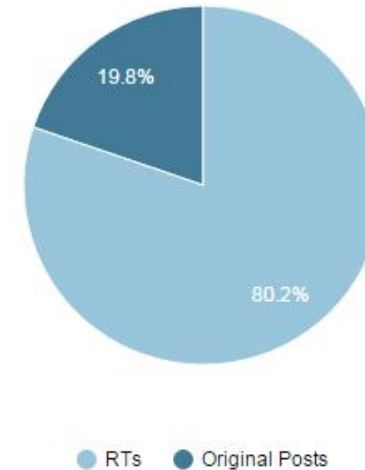


Campaign Analytics- *Keyhole*

Top Sites



Share of Posts



Most Influential



Recent Users



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The background is a dark green gradient. In the four corners, there are decorative white and light green circuit-like lines with small circles at the ends, resembling a PCB layout.

Thank you.

Questions and Answers.