Social Media Strategy

Strategy Description / Date

**Background**

*Analysis of current situation*

**Objectives**

Define the #1 reason you’re using social media: {Reason}

How will you measure that goal? {Metric}

**Audiences**

*Who are we talking to? Split up into primary and secondary audiences where possible and consider the specific users that are common on your platform choice.*

**Topics**  
*What Are Your Topics Of Expertise?*

List your topics and subtopics of the content you’ll share on your social networks (for both curated content and your own).

• Topic

o Subtopic

• Topic

o Subtopic

• Topic

o Subtopic

• Topic

o Subtopic

**Social Media SWOT**

|  |  |
| --- | --- |
| ***Strengths*** | ***Weaknesses*** |
| ***Opportunities*** | ***Threats*** |

**Social Media Toolbox**

*Channels that we currently use and how we are planning to use them.*

**People**

*How will we best use or personnel resources to ensure our objectives are achieved?*

**Budget**

*How much money do we have to spend?*

Things to consider include:   
- Monthly fees for social media management tools  
- Production costs to develop content  
- Resourcing costs  
- Boosted and promoted content

**Measurement**   
*How do we plan to measure achievement against our objectives?*How much of that metric do you want to receive weekly/monthly: {Number per time frame}

How will you measure that metric? {Tool(s) you’ll use to measure your goal}

How often will you measure? {Time/day/frequency when you’ll measure}

**Social media: Five things to remember.**

These are some things to consider whether we are starting a new social media presence or maintaining an old one:

**Find your voice.**

Who are you talking to? What’s your voice? What are you trying to accomplish? Think about this before every campaign. If you have several admins or people working to produce this content, make sure they’re writing with a common voice.

**Be flexible.**

Social media accounts are “always in beta” and constantly evolving. While the content can change, (it is good to) we need to strike a balance between the Oxford messaging and sharing content that we know is popular with our audiences; wherever we can entwine these two is imperative to the success of engagement.

**Listen and learn.**

Some of the best ideas come from listening closely. Keep it “social” by watching, learning from, and amplifying the best finds from your audience. (Likewise, remember to connect with your colleagues).

**Content (and timing) is everything.**

Social media tools are great ways to help you accomplish your goals. Think of them as a means to an end rather than the most important part: telling a great story in a way that helps you connect with people is more important than the tools themselves.

**Remember (and review) your objectives.**

As with everything we do, remember that our goal is to share something innovative and unique about Oxford University. Keep the institutional position in mind—and think about how best to creatively share our most impactful stories. You will have different objectives within your strategies – remember to set SMART objectives so that what you are trying to achieve can be effectively measured.