

## **Cabrini College Social Media Strategy Worksheet**

Department:  
Prepared by:  
Social Media Account:

### **Goals**

What is the desired outcome of your social media presence?

### **Management**

Who will maintain the social media communications for the department's account(s) and how much time will be dedicated?

### **Content**

What type of content will you post and how will you engage your audience?

### **Assessment and Metrics for success**

How and what will you be measuring while you strive to reach your goal(s)?

### **Ways to promote your social initiative throughout the College:**

- Contact [socialmedia@cabrini.edu](mailto:socialmedia@cabrini.edu) to list your social media account on the [Cabrini Social Media Directory](#)
- Create and share unique tags and #hashtags for your initiative
- Connect your social media presence with traditional marketing efforts

### **Considerations**

- Are there any related social media pages at Cabrini that already exist?
- Who will have administrative access to the account?
- How will we grow our fan base?
- Who will we follow/ engage?
- How often will we post, monitor, and respond?
- What type of content will we share?