Cabrini University Social Media Strategy Worksheet

Department:
Prepared by:
Social Media Account(s):

Goals
Why do you want to create a new account(s)? What is the desired outcome of your social media presence?

Management
Who will maintain the social media communications for the department's account(s) (list specific names) and how much time can realistically be dedicated?

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

Assessment and Metrics for Success
How and what will you be measuring (eg. follower count, number of views, impressions etc.) while you strive to reach your goal(s)?

Considerations before launching a new social account:

- Which platforms make most sense to use to achieve my goals?
  - **Tip: It is most effective to have fewer, well-executed accounts than it is to be have many accounts that are inadequately used.**
- Who is our target audience? Which platform are they most active on?
- What does our audience want/need through this specific platform?
- Do we have enough content to sustain a long-term presence?
- What "handle" or username will we choose for our account(s)?
  - **Tip: Keep the names of your social media accounts as consistent as possible so people can find you more easily.**
- Are there any related social media pages at Cabrini that already exist that you could utilize instead?
- Does our administrator(s) have ample time to commit to maintaining an account?
  - **Note: It can take multiple hours a week to maintain a social media presence.**

- How will we grow our fan base?
- Who will we follow/engage with?
- How often will we post, monitor, and respond?
  - **Note: Dormant accounts can give off the impression that you don't care. You should plan to have at least 1-2 Facebook posts per week & 4-5 Tweets if not more, per week.**
- Are we prepared to quickly respond to threating, disrespectful, or hateful comments?
- What type of content will we share? (photos, video, external links, graphics, etc.)
- What type of content will be solicited? (answer questions, share photos, video, etc.) Who will create/find content to post?
- Will we use paid advertising on our page? If so, for what?
- Do we plan to use a system like Hootsuite or Buffer to manage our content?
- What hashtags do we plan to consistently use?

Considerations specific to each platform

Facebook
Do we create a page, a group, and/or an event listing?
What related pages can we follow, tag, and share content from?

Instagram
Do we have enough **visual** content to post on a regular basis?
Will we set this up as a regular page or as a business page?
Are there platforms we already utilize for photos that may be better than Instagram?

Twitter
What related Twitter accounts currently exist that we can follow and RT content from?

Snapchat
Could you use an existing Instagram account and just utilize the "stories" feature more often?
Your content will disappear after 24hrs – is this something that will be useful or not?
How will you gain followers on this platform? (Note: Privacy can be a huge concern – many students will not feel comfortable adding a school run account on Snapchat in fears they will be followed back and the school is watching them.)

LinkedIn
LinkenIn is typically seen as a network for professionals, is our content right for this platform?
Will we create a group or page?
How can we best serve the members of this platform?

YouTube
Do we have enough video content to create a YouTube account?
What topics will our videos cover? (i.e. walking tours, interviews, event recaps)
Will we solicit video content to upload ourselves or add to a playlist?
Will we create playlists? If so, what will we create?
Will we "favorite" external videos or add to playlist(s)?

Wordpress Blog
What related blogs currently exist and how will we interact with them?
What categories and tags will we include?
Who will blog? Is there someone in place to edit blogs before posting?

Pinterest
Do we have enough photo and web content to create pins?
Is there a defined audience present on Pinterest?
What related Pinterest accounts currently exist that we can follow/re-pin from?
What topics will our Boards cover?

Flickr
Do we have a lot of photo content to upload to Flickr?
Where will you share the link to your Flickr account so that people can access your photos?

Ways to promote your social initiative throughout the University:

- Follow and tag the official Cabrini University accounts so we can RT/share your content
- Create new and use common Cabrini #hashtags for your initiative
  - Cabrini Hashtags: #CabriniAlumni, #CabriniBlog, #CabriniUniversity, #GoCabrini, #GoCavs, #Team Cabrini, #LiveWithPurpose, #RollCavs, #CabriniCommence
- Connect your social media presence with traditional marketing efforts
- Use word of mouth to spread the word about your new account
- Use an existing account to promote a new account