# SOCIAL MEDIA PLAN

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| Department |  |
| Agency/Unit |  |
| Product and Campaign Name | E.g. (Project name) (financial year) and (name of campaign) |
| Contact |  |
| Director of Communications or equivalent responsible |  |

Overview and Introduction:

A summary of your strategy and what it is trying to achieve.

Background:

This section should include an analysis of your current situation.

Things to consider/cover include:

* Information on your existing online and offline communication strategy and assets - what is working well/ what isn’t?
* What role will social play in your future communication mix?
* How other organisations like yours are using social media
* The results of any monitoring or listening you have undertaken and what it has revealed in terms of the conversations people are already having about your organisation:
	+ What are the key themes?
	+ Is there any misinformation being communicated?
	+ How are our audiences/ communities using social media?

Consider including a SWOT Analysis (Strengths, Weaknesses, Opportunities, Threats) of a similar campaign or successful equivalent social media account.

Market research

Detail any research that may have been undertaken or is available that has informed the strategy, this may include:

1. Primary Research - both qualitative and quantitative in nature (e.g. focus groups, omnibus surveys)
2. Secondary Research - existing data and published research by external organisations (e.g. Roy Morgan, ABS)
3. Any other learnings or research that may have been applied to the strategy

Objectives:

What is your social media strategy trying to achieve? Make sure your objectives are measurable.

Ideas include

* Enhance brand perception through positive opportunities for engagement
* Reduce customer enquiries to a call centre
* Increase community feedback and engagement with Project X
* Drive increased traffic to your website

**Audiences:**

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

Social media can also be a good way to keep staff connected especially where they are located remotely, work from home or are on extended leave – consider staff an audience too!

Benefits of Social Media:

List the opportunities and benefits you have identified as part of any SWOT analysis. Ideas include:

* Providing a more human voice for your brand
* Reducing production and set-up costs for community engagement and forums
* Accessing a flexible and agile platform to rapidly communicate urgent information.

Risk Mitigation:

Make sure you have completed an analysis of any risks associated with managing social media and include mitigation strategies to address any you find.

Examples of risks could include:

* Inability to predict and/ or respond to high volume of interactions
* Loss of message control
* A fake account is established
* Social media channels are hijacked by campaigners for a cause
* An error is made in a post that is already in the public domain

Strategic Approach:

In this section you should cover your approach to social media and how this will help you achieve your objectives. Explaining how paid, owned and earned media will work together may be useful – describe how social media will support other communication methods like traditional advertising, media relations, marketing, sponsorships and events.

Your strategic approach could also consider:

* focus of each channel
* a phased delivery approach for social media channels to reduce risks
* the role of employees in supporting your social media efforts
* role of social media in emergency or incident management
* social media integration on your website
* use of niche channels, liked LinkedIn, for specific purposes (e.g. Employee Branding)
* regular review of Wikipedia to correct inaccuracies

Social Media Toolbox:

Include a list of the social media channels you have chosen to use and how you plan to use them. You might want to include details about the type of content you will publish on each channel and how it will support or work with other channels or platforms.

Responding to Feedback, Interactions and Comments:

In this section, detail your approach to managing and responding to community interaction. You may choose to turn comments off some channels, to require moderation or simple to take each on a case-by-case basis. You might want to include details of specific requests that are common to your organisation and how you plan to deal with them. You can also develop some standard responses that can answer common enquiries.
Other considerations include:

* How you will respond to a customer or community member providing personal information in an open forum
* How you will respond to feedback that names an employee
* How you will manage interactions during an emergency incident

Records Management:

Document how you plan to store and keep records of social media interactions and content so that you comply with State Records and Freedom of Information requirements. Many social media platforms do not automatically store historical data for you so you will need a process to regularly download, catalogue and store your digital correspondence.

Budget:

While most social media platforms are free to set up, other costs may be incurred as part of ongoing management.

Things to consider include:

* Monthly fees for social media management tools like (e.g. Hootsuite)
* Production costs to develop content (i.e. videos for YouTube)
* Resourcing costs
* Social media monitoring fees

Timing:

What is the timing of this activity?

Outline the timeline of actions required to implement the activities; where appropriate include responsibilities and cross-reference each tactic with target audience/s and key message/s. Include communications approval process, internal and Ministerial approvals.

You may also want to consider developing a social media calendar highlighting the timing and frequency, as well as content and post type of the associated activity.

Evaluation:

How and when do you plan to measure achievement against your objectives?

Some ideas for social media evaluation include:

* Growth: for example the number of friends, followers or likes you have
* Reach: the amount of people exposed to your content including content that is shared
* Engagement: includes number of interactions, their quality and the influence of those that are engaging with you
* Sentiment: a qualitative analysis of whether interactions are positive, negative or neutral
* Referral: includes click-throughs and traffic to other owned assets likes your website, images or video content.

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