

Social Media Plan:

Step 1. Set social media marketing goals that align to business objectives

- Set S.M.A.R.T. goals
- Track meaningful metrics

Step 2: Learn about your audience

- Gather real world data

Step 3: Research the competition

- Find things you can potentially implement in your own organization

Step 4: Conduct a social media audit

- Evaluate where you are with social media, how you're doing, and what you're striving to accomplish

Step 5: Set up accounts and improve existing profiles

- Set up and optimize accounts by filling out all information requested, using appropriate sized pictures

Step 6: Find inspiration

- Social network success stories
- Award-winning accounts and campaigns
- Your favorite brands on social media
- Ask followers

Step 7: Create a social media content calendar

- Posting schedule
- Content mix

Step 8: Test, evaluate, and adjust

- Evaluate with follower surveys