

SOCIAL MEDIA PLAN

Name of Company: The Foundation of Arts, Jonesboro

Group #:

AUDIT:

- Other social media profiles share the name of FOA or Foundation of Arts?
- If so, what is the name? What is the type of social media? (do for all instances)
- Audience (primary, secondary if applicable): What social media platforms does research show this demographic segment(s) commonly uses? Does the client have any information about this?
- Are there any brand advocates for this specific organization? Are they on social media?
- Are there any brand advocates for community theatre and/or similar community arts centers on social media?
*In electronic commerce and online advertising, a **brand advocate** is a person or customer who talks favorably about a brand or product, and then passes on positive word-of-mouth (WOM) messages about the brand to other people. - <http://www.webopedia.com/>*
- Any other relevant information?

SOCIAL MEDIA MISSION STATEMENT:

Create an overall social media mission statement for the FOA. To understand “overall”, read the rest of the sheet. Each platform has its own mission statement per the platform’s specialty. Much of this can be pulled from your strategies and tactics, as a tactic is to use a specific social media platform to achieve a strategy.

Examples:

- FOA’s mission statement is: “It is our mission at the FOA to enhance the quality of life of our community through the arts.” This is the mission of the organization, but what is the **social media** mission statement?
- This is an example (used in Branding class) when an individual is creating a social media mission statement for one’s self/one’s own design freelance company. See how this is specifically for social media’s mission.
“I (or “We”, then continue with plural throughout statement) use social networks to connect with like-minded professionals, inform and inspire my community of leaders, build my personal brand and grow my business. Through social media, I will find like-minded designers who see value in our services, promote me to others, and join with me in using social media to spread good news. To accomplish this, I showcase my personal brand online by being authentic and true to my personality, interests and values.”
(paraphrased from <http://www.american-pixel.com/blog/2012/12/04/mission-possible-what-is-a-social-media-mission-statement/>)

SOCIAL MEDIA PLATFORMS; PROFILE(S) AND VOICE:

Fill out the following for at least Facebook, Twitter, and Instagram. The first part asks for what presently exists and the second part explores your revisions of the social media. Only include changed usernames if you are willing to ask this of the client.

Facebook: Is there one existing already? YES or NO

If Yes, fill out the following as it exists now:

Username:

Profile Image:

Cover Image:

About:

Is this classified as Community, Business, or Personal page?

Other information listed:

Tone/Voice:

Fill out the following now as your ideal use of this platform:

Handle (Username): @

Profile Image:

Other information listed:

Mission Statement:

Twitter sample mission statement: “We will use Twitter for customer service in order to increase customer happiness and promote customer loyalty.”

Tone/Voice:

Twitter: Is there one existing already? YES or NO

If Yes, fill out the following as it exists now:

- Handle (Username): @
- Profile Image:
- Location:
- Other information listed:
- Mission Statement:

Twitter sample mission statement: "We will use Twitter for customer service in order to increase customer happiness and promote customer loyalty."

Tone/Voice:

Fill out the following now as your ideal use of this platform:

- Handle (Username): @
- Profile Image:
- Other information listed:
- Mission Statement:

Twitter sample mission statement: "We will use Twitter for customer service in order to increase customer happiness and promote customer loyalty."

Tone/Voice:

Instagram: Is there one existing already? YES or NO

If Yes, fill out the following as it exists now:

- Profile Name (Username):
- Profile Image:
- Other information listed:
- Tone/Voice:

Fill out the following now as your ideal use of this platform:

- Handle (Username): @
- Profile Image:
- Other information listed:
- Mission Statement:

Twitter sample mission statement: "We will use Twitter for customer service in order to increase customer happiness and promote customer loyalty."

Tone/Voice:

Fill out similar for **optional** Snapchat, Pinterest, YouTube or any other social media platform you've had approved. For help on social media mission statements, do your research and adjust per this client. Also if you suggest using a social media platform, truly understand it and its mission. This is a great page to explain (link also on our FB page): <http://www.acorninfluence.com/blog/marketers-ignore-social-networks-mission-statement/>

Pinterest sample mission statement: "We will use Pinterest for sharing high-quality images to help promote our classes in relation to a searchable topic on the platform."

SOCIAL MEDIA CONTENT CALENDAR

First set up your content. Use Content Calendar template shown below or create something similar. This is now required instead of a full month of a social media plan. (image from <http://blog.socialsourcecommons.org/>)

Content Ideas:		
DAILY	WEEKLY	MONTHLY
Photo/Video/Quote of the Day	Hero/Villain of the Week	Social media campaigns that co-opt mainstream events (e.g. Olympics)
Articles and stories focusing on issue areas and program work	Song of the Week	Celebrate holidays, staff birthdays, cause/history month celebrations
Question of the day	Art Piece of the Week	Photo, video, and advocacy campaigns
Daily column (e.g. Diversity Today!)	Inspiring Story of the Week	Executive Director's Round-Up
Opportunity of the Day	Weekly ask to increase followers, fans, and email subscribers	
Statistic of the Day	Shoutouts and acknowledgements	

STEP 1: Diagram general plans for Daily, Weekly, Monthly.

(The following example is not necessarily one that is fitting for this client.)

Content:

5 basic categories of updates:

- Links
- Images
- Quotes
- Updates
- Reshares

Content ideas; Also see Extra Credit Creating Content:

- Share any of your new work!
- Reshare fellow designers' new work, creating a community. (Always give credit where it's due)
- Post a link to your latest blog post with an image and teaser sentences.
- Ask a question about the industry. (Be clear in your question - don't leave open-ended.)
- Post pictures of events, behind the scenes, work. (or cross-promote your Instagram feed)
- Customer tutorials.
- How to's.
- Links to blogs you've written (if you are a talented writer and make it habit to check your spelling and grammar).
- Other tips and news.
- Have something that happens weekly on a certain day (equivalent to Throwback Thursday, etc.)
- Promote a local event in which you are participating (helps that it's relative to the industry). *Be careful of posts that have to do with religion or political views UNLESS you feel strongly about them to the point your job depends on it.*
- Cover such an event.
- Give your opinion about something in the industry, news, etc.
- Look at blogs in the industry and share an article or idea.
- Run a poll.
- Announce an upcoming promotion, contest, giveaway.
- Post company news.
- Fun and entertaining posts to make someone laugh.
- Infographic
- Share a quote.

STEP 2 & 3: Then do a more exact weekly calendar of how content could be shared. Use the contents, observing how you can set up a system of repeating subject posts. Now assign a platform and time(s) for the posts. Use icons to signify platform.

“This should include all of the social media messaging you'll be using to promote your content, organized by date and time. Though social media engagement can't be preplanned, social media promotion can be, which is where this calendar comes in handy. The calendar may also help shape your editorial strategy, by showing you where there are holes and what themes you might be missing. This calendar will solve some of the biggest issues faced by social media users. These include continuing to post badly-performing content, ignoring certain accounts and overwhelming others, and missing important dates or events.” - *Hootsuite*

Optimal posting times (research others; all of the following are EST - Eastern Standard Time).

Bold words show minimum amount required on social media plan for this project:

- Twitter: 1-3pm weekdays*; 5-6 times/day is suggested
MINIMUM: 3 times/day weekdays; 1/day weekends
**Twitter posts rely more on the consistency and sheer number of posts to show in the feed now. Just because you schedule a tweet doesn't mean it will be top in your followers' feeds like other platforms. However, do not worry about that now. Use the times to put organization to the task of scheduling social media posts.*
- Facebook: 1-4pm and 2-5pm weekdays; 1-2/day
MINIMUM: 1/day WRF; once in morning Saturday, once in evening Sunday
**Facebook posts show in somebody's feed and are slightly more intrusive than tweets. However, people choose to follow the organization.*
- Instagram: 5-6pm weekdays, Mondays also 8pm with a sweet spot at 6pm; 3/day
MINIMUM: 1/day MWF, only after 3pm

Information above compiled from multiple sources, one of which is <https://blog.bufferapp.com/social-media-marketing-plan>.

The example on the next page was created for Branding class and uses Twitter, LinkedIn, and Instagram.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>11am</p> <p> Tweet Morning Coffee Link to weekly Blog post discussing a hot topic (clear headline and sentence pull + image)</p> <p>3pm</p> <p>Reply to posts Check Groups</p> <p>8pm</p> <p>Reply to posts Check Groups</p> <p> Tweet about events for the upcoming week (national)</p> <p> Instagram of Day's Best Pic</p>	<p>8am</p> <p> Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>10am</p> <p>Reply to posts Check Groups</p> <p>1pm</p> <p> Instagram of my work (sample, environment, etc.)</p> <p> Tweet Instagram link with catchy comment</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p> Retweet favorite designer/agency</p> <p>6pm</p> <p> Instagram from my "Type" feed</p> <p>8pm</p> <p>Reply to posts Check Groups</p> <p> Instagram of Day's Best Pic</p>	<p>8am</p> <p> Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p> Comment on breaking news regarding design/ advertising with link to Morning Coffee tweet</p> <p>10am</p> <p>Reply to posts Check Groups</p> <p>1pm</p> <p> Instagram of other designer's work (credit!)</p> <p> Tweet Instagram link with kudos to designer</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p> Tweet a How-To link</p> <p>6pm</p> <p> Instagram from my "Type" feed</p> <p>8pm</p> <p>Reply to posts Check Groups</p>	<p>8am</p> <p> Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>10am</p> <p>Reply to posts Check Groups</p> <p>1pm</p> <p> Instagram of my work (sample, environment, etc.)</p> <p> Tweet Instagram link with catchy comment</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p>6pm</p> <p> Instagram from my "Type" feed</p> <p>8pm</p> <p>Reply to posts Check Groups</p> <p> Tweet about local events</p> <p> Tweet about local events</p>	<p>8am</p> <p> Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>10am</p> <p>Reply to posts Check Groups</p> <p>1pm</p> <p> ThrowbackThursday: Great design/designer from history</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p>6pm</p> <p> Instagram from my "Type" feed</p> <p>8pm</p> <p>Reply to posts Check Groups</p> <p> Tweet about local events</p> <p> Instagram of Day's Best Pic</p>	<p>8am</p> <p> Tweet Morning Coffee Link to breaking news regarding design/ advertising</p> <p>10am</p> <p>Reply to posts Check Groups</p> <p>1pm</p> <p> Instagram of my work (sample, environment, etc.)</p> <p> Tweet Instagram link with catchy comment</p> <p>5pm</p> <p>Reply to posts Check Groups</p> <p>6pm</p> <p> Instagram from my "Type" feed</p> <p>8pm</p> <p>Reply to posts Check Groups</p> <p> Tweet about local events</p> <p> Instagram of Day's Best Pic</p>	<p>11am</p> <p> Instagram from my "Type" feed</p> <p>1pm</p> <p> Tweet Design of the Day (credit!)</p> <p>8pm</p> <p>Reply to posts Check Groups</p>

Don't forget to set aside time to reply to posts!

NOTE 1: Icons are available online to insert as an image. The example shown uses a font on DaFont.com. There is one called Social Shapes and another Social Logos.

NOTE 2: Many experts say only a novice posts the same thing on different social media platforms, as there are often similar followers. Don't take that too literally. Just don't continuously post the same thing on all of them over and over again. But **DO cross-promote where possible**. There is a difference between posting the same image/article link/etc. and using one to reference the other. For example, I will tweet an Instagram post with a further quick comment and link back to the feed.

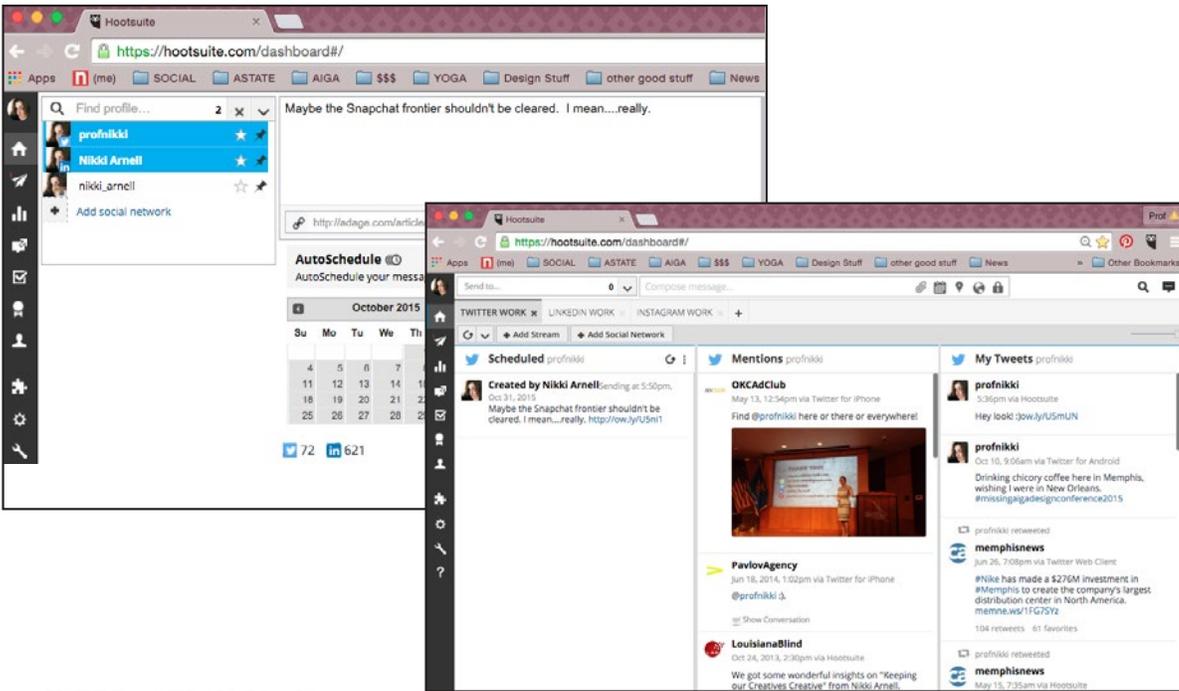
NOTE 3: Remember that what you post on social media is technically of public record, as shown in legal precedent.

NOTE 4: Bringing this out to a month is easy from the solid weekly plan, as the routine is most likely repeated. This is not boring. Consistency in timing and frequency will attract followers. When creating a monthly plan, one would also include the monthly or bimonthly content you thought of earlier.

Extra Credit:

1 > Create a MONTHLY Social Media Calendar similar to your weekly with added extras that may be once a month or once every couple of weeks. (Note: the Project Sheet asks for a full month, but this has changed.)

2 > Show scheduled posts for a week. Use Hootsuite's FREE dashboard for yourself and set up posts as if they were going to be for FOA, but far enough in the future that they won't actually post to your page. Take screen shots and then remove. With this dependable dashboard, you may set up 3 social media platforms for free. <https://hootsuite.com/plans/free> Remember you can SCHEDULE the majority of your posts! And you can post to all three platforms from one space.



3 > INTERACTION PLAN

“Social media requires engagement, too. When people talk to you, talk back. Set aside time during your day to follow up with conversations that are happening on social media. These are conversations with potential customers, references, friends, and colleagues. They’re too important to ignore.” - *Ibid.*

Create an Interaction Plan diagram so that there is a framework of reference in which to work while one gets used to using social media in this way. Remember that one bad response can hurt a company terribly. Not responding at all and leaving your site blank can also kill a company. The proactive chart displays understanding of social media and its business uses/consequences.

