

# SOCIAL MEDIA PLAN

Fall 2018

Name (or Company Name, then Name)

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## Step 1:

### AUDIT:

- Do other social media profiles on Twitter, Instagram, or LinkedIn share your @username(s)?
- If so, what is the username? Which social media platform(s)?
- Do other social media profiles on Twitter, Instagram, or LinkedIn have a @username(s) that is anything close to yours? List.
- If so, what is the username? Which social media platform(s)?

Name 10 top Influencers on Twitter and 10 top Influencers on Instagram by whom you are inspired in relation to your career. It's ok if it's the same person/group.

Twitter:

1. \_\_\_\_
2. \_\_\_\_
3. \_\_\_\_
4. \_\_\_\_
5. \_\_\_\_
6. \_\_\_\_
7. \_\_\_\_
8. \_\_\_\_
9. \_\_\_\_
10. \_\_\_\_

Instagram:

1. \_\_\_\_
2. \_\_\_\_
3. \_\_\_\_
4. \_\_\_\_
5. \_\_\_\_
6. \_\_\_\_
7. \_\_\_\_
8. \_\_\_\_
9. \_\_\_\_
10. \_\_\_\_

Find at least 3 social communities (not online network) that relate to your career. A link to a social platform is ok, but be sure it is truly an online community vs. just a social networking site.

### COMMUNITY 1:

- Home Page Link:
- Explain the group and why you believe that you could be part of this community.
- How would you benefit the group?
- How would being part of the group benefit you?

### COMMUNITY 2:

- Home Page Link:
- Explain the group and why you believe that you could be part of this community.
- How would you benefit the group?
- How would being part of the group benefit you?

### COMMUNITY 3:

- Home Page Link:
- Explain the group and why you believe that you could be part of this community.
- How would you benefit the group?
- How would being part of the group benefit you?

Any other relevant information about your specific career goals and social media? Explain.

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### Step 2:

#### SOCIAL MEDIA MISSION STATEMENT:

Example (you may reword this or use something similar):

*"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:

- *Note: Avoid making your birthday public on any social media platform.*
- For help in writing a bio, see [Hootsuite article link](#) on our FB page or research on your own. Remember to be consistent! AND SPELL CHECK.

#### Twitter:

Handle (Username): @ *can be your company name or your real name with company elsewhere*

Profile Image Verbal Description: *(picture of you or logo or other?)*:

Location:

Bio:

Other information listed:

Tone/Voice:

*Screen Shot of Completed Profile:*

#### LinkedIn:

Profile Name: *(Your name vs. a company name? If you're not sure, just do a LinkedIn page for yourself now and use your actual real name, referencing your company's website with a link.)*

Company:

Profile Image Verbal Description: *(picture of you unless explained otherwise)*

Address: *City and State only (or find another solution)*

Current *(employer, clients, job, etc.)*:

Previous *(employer, clients, job, etc.)*:

Education:

Skills:

Other information listed:

Tone/Voice:

*Screen Shot of Completed Profile:*

#### Instagram:

Profile Name:

Profile Image Verbal Description: *(picture of you or logo or other?)*:

Bio:

Other information listed:

Tone/Voice:

*Screen Shot of Completed Profile:*

**Step 3:****SOCIAL MEDIA CONTENT CALENDAR**

Set up your content. Use Content Calendar template shown below or create something similar.

(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                                |   |

Diagram general plans for Daily, Weekly, Monthly.

(The following example is not necessarily one that is fitting for a designer.)

**Content:**

5 basic categories of updates:

- Links
- Images
- Quotes
- Updates
- Reshares

*Content ideas:*

- Share any of your new work!
  - Share things on Behance and cross-promote. Remember that Behance can be part of AIGA's page if you are a member.
  - 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.
- (see next page for more)
- Announce an upcoming promotion, contest, giveaway.
  - Post company news.
  - Fun and entertaining posts to make someone laugh.
  - Infographic
  - Share a quote.

**Step 4:**

Then do a more exact weekly calendar of how general 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 (load **Social Shapes font** from dafont.com or find similar).
































“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) **and required number of posts:**

- **Twitter:** 1-3pm weekdays; 5-6 times/day suggested  
**REQUIRED: 3 times/day (minimum), every weekday; 1/day (minimum) every weekend day**
- **LinkedIn:** 7-8:30am and 5-6pm Tuesday, Wednesday, and Thursday; check daily and suggested post (1/day is ok)  
**REQUIRED: 1/week (minimum) Tuesday or Thursday**
- **Instagram:** 5-6pm weekdays, Mondays also 8pm with a sweet spot at 6pm; 3/day  
**REQUIRED: 1/day (minimum) every weekday; 1/day (minimum) every weekend day**

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

*\*Optimal posting times may become a thing of the past due to how the platform handles its feed; however, the times are still a nice structure to consider. Instagram is still time-oriented.*

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

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

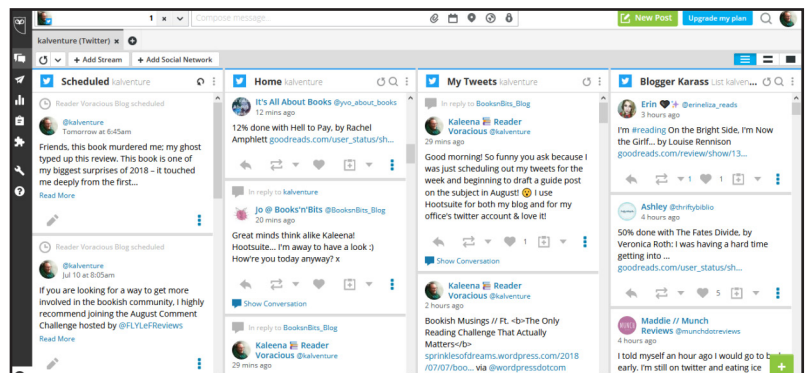
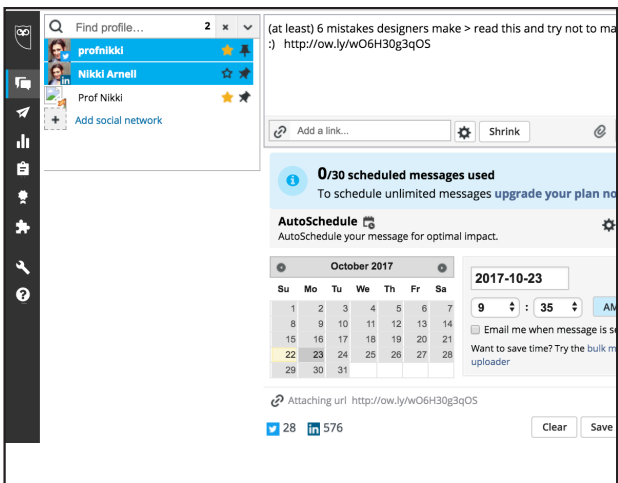
- Many experts say only a novice posts the same thing on different social media platforms, as there are often similar followers. Don't take that too literally. Just don't continuously post the same thing on all of them over and over again. But **DO cross-promote where possible**. There is a difference 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.
- Remember that what you post on social media is technically of public record, as shown in legal precedent.
- 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 from Step 3.

### Step 5:

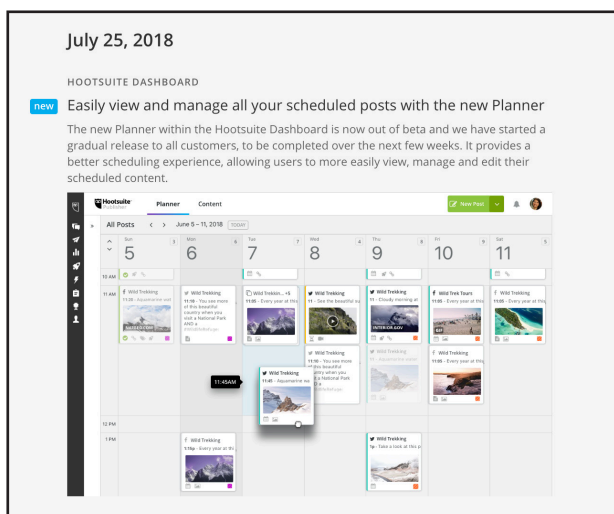
Now do it for *at least* one week straight. Use Hootsuite's FREE dashboard to schedule 30 posts.

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, though Instagram has been a bit trickier than Twitter and LinkedIn in the past years.

Read here about how to [Share Posts on Instagram](#).



Also as of July 2018, the new **Scheduler** on Hootsuite is out of Beta testing and supposedly available. As Instagram is increasingly integrated into Hootsuite, this visual scheduler makes more sense due to Instagram's timeliness of posts and its visually driven users.



The free version of Hootsuite only allows **30 scheduled posts at a time**. Therefore, schedule as many days as you can and take a screen shot(s) of the scheduled posts. Then wait until a day (or two) has passed and schedule the final day(s). Take a screen shot.

For example, the calendar on the previous page contains 32 posts. I could easily schedule Sunday through Friday (and take a screen shot(s) of the schedule). Then schedule Saturday after Sunday is over (and take a screen shot of the one day schedule). (Then I would try to put these 2 screen shots together like they were always one dashboard.)

If you would like to another scheduler, please speak with Prof. Nikki.

Place screen shots on pages that follow with an explanation of what each is. Pictures of scheduler is required. More images of actual posts would be a great idea to explain it well in your Brand Book.









