



Social Media Strategy University of Glasgow

This is a guide to help you shape your own Social Media strategy: to define your goals, identify your audience(s), and choose the best Social Media channel(s) to meet your specific needs. Creating a Social Media Strategy is an important step to increasing effective conversation with your audience!

MISSION

Your mission is the primary purpose of your School, College, or Department/Service. In the simplest way possible: What is your department's mission? Why does it exist? And how can Social Media help promote or benefit you?

GOALS

List at least three possible goals for your Social Media communications. These goals should reflect your mission statement. Examples could include: increase brand awareness with engagement and comments on Instagram, or develop an academic following on Twitter.

1)

2)

3)

AUDIENCE

For effective communications it's crucial to identify who your audience is. With your goals in mind list your audience(s). If you have more than one, specify which is your primary, secondary etc. Which Social Media platforms work best for each audience (this may require some research into where your audiences reside already on Social Media – are they on blogs or Twitter?) Will you need more than one account to effectively interact with your audiences?

1)

2)

3)

4)



CONTENT

Time to think about some sample content! Look at your mission, goals, and audience when thinking about content for your channels. The first step to creating great content is to identify your social media 'voice', or 'personality'. How would you describe your department's voice?

Which areas can you develop content from that you could share with your audience(s)? Remember to mix content up with a range of text, photos, videos etc. Think about creating content that is unique or adds value – a reason for your audience to follow you.

1)

2)

3)

REPORTING

To ensure your content is being effective you need to measure your progress and how it's performing. What are the key areas your team will be looking at to measure success? Will you use analytics within tools (like Facebook and Twitter) or will you also use a Social Media Management tool like Hootsuite to create reports)?

RESOURCES

Managing Social Media channels takes time and resources. What is available to you and your team to meet your goals?

Staffing:

Hours per day/week:

Budget for paid promotions or competitions:

Looking at what your resources are, does this change the way you will prioritise your Social Media goals? How will you adapt how you engage with your audience based on resource?