

**Social Media Marketing Plan
for the Richardson Economic Development Partnership
2012**

I. Current State Analysis – Audience Research

**Current Social Media Statistics
as of December 27, 2011**

Facebook: 81 fans

Twitter: 173 followers

LinkedIn: 42 members

II. Planning

a. Our Targeted Audience

- i. Site selectors, real estate brokers in Richardson and Greater Dallas
- ii. High-tech companies located in Richardson, and companies in Greater Dallas and other locations with potential for relocation.
Mainly decision makers in the industry
- iii. All industries and retail located in Richardson
- iv. Young professionals, Richardson residents & community

b. Our Goals

- i. To help foster a relationship between REDP and the audience we serve.
- ii. To help brand Richardson and The Telecom Corridor® as the best location in Texas to locate high-tech business.
- iii. To develop the young working professional demographic in Richardson. Market Richardson not only as a great place for young people to work, but also as a great place to live and play.
- iv. To keep our audience up-to-date with Richardson economic development news and REDP events.
- v. To build awareness of REDP and The Telecom Corridor®.
Generate more buzz and awareness by prompting more searches, website hits, e-mails and phone calls.
- vi. To provide appropriate and easily accessible platforms for our audience to interact with us and ask questions, make comments, and engage in conversation.

c. Our Story

Richardson, Texas is home to one of the most significant and unique high-tech business concentrations in the United States. The Telecom Corridor® offers technology companies access to vast engineering talent and high-tech workers, proximity to high-tech customers, suppliers, potential partners and merger/acquisition

candidates. The Telecom Corridor® is home to the most selective public university in Texas, on track to become a Tier 1 research university, with leading programs in engineering, computer science and business. Richardson, Texas is also situated amongst sophisticated highway and public transportation (DART) systems ideal for commuters.

III. Strategy

a. Platforms

i. Facebook

1. What to share

News stories, events, RCC promotions, interesting facts about Richardson and technological innovation, photos and videos of events

2. How often

3-6 posts a week. No more than twice daily. No limit on comments or responses to others' comments.

ii. Twitter

1. What to share

News stories, events, RCC promotions, interesting tidbits about Richardson and technological innovation, responses to followers' tweets, photos of events, general posts regarding current trends in technology and Richardson/Greater Dallas community, re-tweets of Richardson business news and accomplishments

2. How often

1-3 tweets daily, no more than 3 tweets daily, unless responding to other tweets. Twitter posts should be frequent because the platform is set up to flow at a conversational pace.

iii. LinkedIn

1. What to share

Mainly information on events

2. How often

1-3 times per month- do not clutter the network. Only post information about events and major news stories. The main utility of LinkedIn is to visualize others in the network and to connect with them.

b. Monitoring the web

i. Keyword tracking tools

1. Google Alerts

2. Search keywords and twitter hash tags for Richardson to see what is being said about the community, Google alerts for "Richardson, Texas" and "Telecom Corridor",

ii. Social network monitoring plans

E-mail notifications for all social media platforms. Facebook

Insights provides statistics and graphs. Also, Tweetdeck is a platform

that allows users to visualize tweets, replies, searches, and direct messages in an organized fashion.

c. Planned Responses

i. Complaints

Always respond. If complaint is grave, follow up via private message, phone call, or e-mail. Minor complaints, post publicly and rectify situation. Never delete, as this can make the problem worse.

ii. Obscene Content

Always delete

iii. Self-promotion

Allow if the business is located in Richardson or is a Chamber member. Otherwise, regard as spam and delete.

iv. Compliments, Retweets

Respond to as many positive compliments without cluttering the network. Thank for all Re-tweets on Twitter.

v. Questions

Answer all questions or direct to appropriate person.

IV. Measure ROI

a. Qualitative

i. Are we building relationships? Is our audience interacting with us?

ii. Are we building the Telecom Corridor® brand? →Google Analytics

b. Quantitative

i. Facebook and twitter analytics – friends, followers, comments, “likes”, Re-tweets, @replies

ii. Web traffic

iii. Social mentions

iv. Blog hits and comments

v. Newsletter subscribers

V. Timeline

Social Media Impact Goal for July 1, 2012:

Facebook: 100 fans (+ 19%)

Twitter: 275 followers (+59%)

LinkedIn: 55 members (+31%)