

NYU Social Media Strategy Template

The following is an example template to help guide you to social media success. Your strategy does not have to look exactly the same and may include more or less information than is suggested in this template. Use this as a guide. No one strategy is the same nor needs to look exactly like this. The content of the strategy is where the value lies--as both a resource to your current social team, as well as anyone who may join in the future.

Part 1: What Do We Want To Accomplish

Part one of a well-planned social media document should include the following.

- Strategy Directives | Mission Statement
 - What is the purpose of your social media strategy? What are you trying to accomplish? What will define your unique social media success?
- Measurable goals
 - How will you measure if you've succeeded? Building followers should not be your only goal--but it is reasonable when first getting started. Make sure to use quantifiable goals that can be measured through your analytics
- Check-in dates provide a time when makers/admins "check-in" to ensure the strategy is accurate.
 - Consider your strategy a living, breathing document
- Section Options:
 - Depending on the strategy (update or new) and other variables, you may also utilize the following in part 1 of your strategy build.

Part 2: Defining Who We Are

- Look and Sound
 - Look: What images will you use to identify yourself? What are the optimized sizes you should use to enhance your look? Every network is different--do your research.
 - Sound: How do you deliver your message? What's your tone? What's your style? To define your sound, create a character sketch for which you can base the way you deliver your message.
 - If you manage multiple accounts, you can also create a social media style guide which includes all your networks.

Part 3: How Do We Accomplish Our Goals

- Schedule and Execution
 - Who is posting? When are they posting? Are you posting on weekends?
- Know your audience
 - Use your analytics to determine who your audience is. Your audience shapes your content, not the other way around.
 - Define a primary and secondary audience. It's likely you cater to more than one demographic or age group even if one dominant one.
- Consistent and Defined Content
 - Create a content bucket list
 - Include a list of content resources (with links)
 - Define any consistent content you can repeat (Throwback Thursday or any creative ideas that speak specifically to your audience or goals)
- Develop an engagement policy

- Do you have the ability (support staff) to engage with your audience. If you don't intend to be broadcast, develop a list of the type of content you reply to. If you see a question more often than not, craft a general response which can be revised--but makes it easy to reply to your followers.
- List your specific strategy goals
 - Make sure to include the planned methods and practices you will utilize to reach your goals.
 - Example:
 - **Ask Followers to Share Their Images** - With the utilization of hashtags, we have the opportunity to give students a chance to show off their photography skills and highlight the university using Twitter's sharing services. Once shared, this provides content for retweeting that will be highly popular with the follower base we currently have. We also invite users to use our #InstaNYU hashtag.

Part 4: Advise and Revise

- Set meetings in advance to continue to build, connect and communicate with team members to ensure the account's success is able to continue and evolve. Amount of meetings needed may vary based on team size.
- At least once a year, sit down as a team and review your strategy. What worked? What didn't?
- Don't be afraid to make changes--your strategy is a living, breathing document. Social media changes daily and so must your strategy. Use your "check-points" as an opportunity to make key adjustments.
 - IE: Currently on Facebook, posts with images are not doing as well. Posts with links are performing better and posts with nothing more than text are exelling. All of these would be worth noting in a Facebook strategy that's strategy stressed the posting of images six months ago.