### Plan

- **1.** Identify what your goals are and create a strategy on how you will achieve them.
- 2. Make sure each goal follows the S-M-A-R-T approach: specific, measurable, achievable, relevant and timely.
- **3.** Make sure your objectives are relevant to the organisation's overall vision.

### **Identify**

- 1. Identify your ideal audience.
- **2.** Find out where your target audience 'talk' and go to them.
- **3.** Pinpoint your main social media influencers, and target them.
- 4. Build a picture of the social media habits of your target audience; which sites are most popular, hours of the day they are most likely to be online, and what kind of content they are interested in.

# Social Media Strategy

## **Analyse**

- **1.** Website and social media analytics should both be used.
- **2.** Monitor and measure what is working.
- **3.** Identify the ideal number of posts and the best time to publish them.
- **4.** Look at click through rates. This is the number of times users are clicking on your links.
- **5.** Compare your success with that of similar organisations to yours.



#### **Content**

- **1.** Your content should reflect your social media goals.
- **2.** Pay attention to frequency, timing and multiple sites so you can increase the odds of your content being seen.
- **3.** Use a conversational tone to engage readers.
- **4.** Keep your target audience's interests and needs at the front of your mind.
- **5.** Use hashtags to help users find your content.
- 6. Make your website mobile friendly.