

# Social Media Strategy Template

**Last Updated:**

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## 1. Introduction

- *Why do you require a social media strategy?*
- *What is the purpose of this document?*

## 2. Corporate and Communications Objectives

- *What are the corporate objectives that will be either fully or partially achieved through this strategy?*
- *What are the objectives contained in your overall communications strategy that will be either fully or partially achieved through this strategy?*

### 3. Social Media Audit

#### (a) Current Social Media Presence

- *What social media profiles do you currently have?*
- *Do they consistently represent your brand?*
- *How often do you post from these profiles?*
- *How many followers do you have?*

Site	Username	URL	Consistency	Frequency	Followers
- <i>Which site is the profile on?</i>	- <i>What is the username?</i>	- <i>What is the link to the profile?</i>	- <i>Is it consistent with your brand?</i>	- <i>How often do you post to the profile?</i>	- <i>How many followers do you have?</i>
E.g. Twitter	E.g. @Username	E.g. twitter.com/username	E.g. Yes	E.g. Twice daily	E.g. 5,000

**(b) SWOT Analysis**

- *What are the strengths and weaknesses of your social media activity?*
- *What opportunities exist to improve the success of your social media activity? What are the potential threats to the success of your activity?*

<b>Strengths</b>	<b>Weaknesses</b>
<ul style="list-style-type: none"> <li>- <i>What are the strengths of your social media activity?</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>What are the weaknesses of your social media activity?</i></li> </ul>
<b>Opportunities</b>	<b>Threats</b>
<ul style="list-style-type: none"> <li>- <i>What are the potential opportunities to improve your social media activity?</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>What are the potential threats to the success of your social media activity?</i></li> </ul>

### (c) Competitor Analysis

- *Who are your main competitors?*
- *What do they do better than you? What do you do better than them?*

#### (i) Competitor 1

<b>Strengths</b>	<b>Weaknesses</b>
- <i>What are the strengths of their social media activity?</i>	- <i>What are the weaknesses of their social media activity?</i>

#### (ii) Competitor 2

<b>Strengths</b>	<b>Weaknesses</b>
- <i>What are the strengths of their social media activity?</i>	- <i>What are the weaknesses of their social media activity?</i>

#### (iii) Competitor 3

<b>Strengths</b>	<b>Weaknesses</b>
- <i>What are the strengths of their social media activity?</i>	- <i>What are the weaknesses of their social media activity?</i>

**(d) Key Issues**

- *What are the most significant issues that have arisen from the above analysis?*
- *What are your priorities as a result of this analysis? E.g. what are the key strengths you intend to build on? What are the biggest threats that you need to mitigate etc?*

## 4. Social Media Objectives

- *Based on the analysis to this point, what are your social media objectives?*
- *These objectives should closely reflect the key issues and priorities you have identified in the previous section.*
- *They should also reflect the corporate and communications objectives identified earlier.*
- *It is recommended that each objective is made as SMART (specific, measurable, achievable, relevant and time-bound) as possible.*

## 5. Target Audiences

- *Who are the target audiences for your strategy?*
- *Which social media platforms will be most popular amongst those audiences?*

Audience	Social Media Platforms
<ul style="list-style-type: none"> <li>- <i>Who are the target audiences?</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>Which social media platforms will be most popular amongst these audiences?</i></li> </ul>
E.g. GPs and practice staff	<ul style="list-style-type: none"> <li>• LinkedIn</li> </ul>



## 6. Strategies and Tactics

- *What strategies are you going to employ to achieve your objectives?*
- *What tactics are you going to employ to deliver your strategies?*

Objective	Strategies	Tactics
<ul style="list-style-type: none"> <li>- <i>What is your objective?</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>What strategies are you going to employ to achieve your objective?</i></li> </ul>	<ul style="list-style-type: none"> <li>- <i>What tactics are you going to employ to deliver your strategies?</i></li> </ul>
<p>E.g. Increase awareness of recent service improvements</p>	<ul style="list-style-type: none"> <li>• Increase the size of your social media audience to increase the reach of your posts</li> <li>• Use additional social media channels to expand the demographic reach</li> <li>• Produce superior content to increase engagement</li> </ul>	<ul style="list-style-type: none"> <li>• Proactively engage with more people via different channels</li> <li>• Create an instagram profile</li> <li>• Use infogram and canva to produce more 'shareable' content</li> </ul>


## 7. Content Plan

- *What content is required to deliver the above strategies?*
- *What social media tools will you use and to why?*

<b>Social Media Tool</b>	<b>Audience</b>	<b>Content</b>	<b>Frequency</b>	<b>Aim</b>
- <i>What social media tools will you use?</i>	- <i>Who will you target with these tools?</i>	- <i>What content will you share via these tools?</i>	- <i>How often will you share content via these tools?</i>	- <i>What are the main aims for these tools and content?</i>
E.g. LinkedIn	<ul style="list-style-type: none"> <li>• GPs and practice managers</li> <li>• Current staff</li> <li>• Potential staff</li> </ul>	<ul style="list-style-type: none"> <li>• Case studies about service improvement</li> <li>• Job profiles</li> <li>• Performance infographics</li> <li>• White papers and research reports</li> </ul>	<ul style="list-style-type: none"> <li>• Minimum once per day</li> </ul>	<ul style="list-style-type: none"> <li>• Drive traffic to recruitment section of website</li> <li>• Demonstrate expertise</li> <li>• Build relationships with key GPs and practice managers</li> </ul>


**8. Resource Requirements and Budget**

**(a) Staff Requirements**

- *What staff requirements are required to deliver this strategy?*

**(b) Budget Requirements**

- *What budget is required to deliver this strategy?*

# 9. Evaluation and Control

## (a) Evaluation

- *How will you evaluate the success of this strategy?*
- *What tools will you use to track performance?*

Objective	Evaluation
Objective 1	- <i>How do you intend to evaluate it?</i>

## (b) Control

- *Who owns this social media strategy?*
- *How will delivery be reported?*
- *When will it be reviewed?*

## 10. Action Plan

- *What specific actions are required to deliver this strategy?*
- *When will they be completed?*

Action	Completion Date	Month					
		1	2	3	4	5	6
<i>E.g. Set up Instagram profile</i>	<i>E.g. Nov 15</i>		✓				

## Appendix A: Staff Use of Social Media Policy Template

### 1. Introduction

- How does this policy fit into the organisational context?

### 2. Purpose

- What are the objectives of this policy?

### 3. Roles and Responsibilities

- Who is responsible for administering this policy?
- Who is responsible for complying with this policy?

### 4. Definitions

What social media terminology requires clarification?

### 5. PERSONAL Use of Social Media

- What is the policy regarding staff identifying their place of work on their personal profiles?
- What is the policy regarding the conduct of staff on their personal profiles, regardless of whether they officially identify their place of work?
- What is the policy regarding staff using social media sites whilst at work?
- What is the policy regarding staff sharing work-related content via social media?
- What is the policy regarding staff bullying or harassing colleagues or service users via social media?
- What is the policy regarding staff representing the Trust via social media?
- What is the policy regarding staff whistleblowing via social media?
- Is there any other general guidance for staff?

### 6. PROFESSIONAL Use of Social Media

- Who is authorised to represent the Trust?
- What is the process for gaining authorisation to represent the Trust, as either an individual, team, department or some other basis?
- What is the policy regarding the conduct of staff on official Trust profiles?
- What is the policy regarding staff sharing work-related content via official Trust profiles?
- Is there any other general guidance for staff who use official Trust profiles?



## **7. Dissemination and Implementation**

- How will this policy be shared and promoted?

## **8. Monitoring Compliance**

- How will the owner monitor compliance?

## **9. Document Control**

- How often will this document be reviewed?