Designing and Implementing a Social Media Plan: 6 Steps

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What is Social Media Plan?

A social media marketing plan is the summary of everything you plan to do and hope to achieve for your business using social networks.

You can do this with already existing social media accounts.

Adapted from Hoot Suite.
THE 6 STEPS

1. Research and get inspired
2. Set reasonable goals
3. Choose your channels
4. Create a content plan and editorial calendar
5. Consider your audience interaction and ethics
6. Evaluate and adapt
Why do you need a plan?
STEP 1
Research and get inspired.
• Social Media Audit (if you have existing accounts)
• Research other agencies/companies
SOCIAL MEDIA AUDIT

• Do a google search for your agency/company
• Make sure all the accounts are “on brand”
• Follow evaluation procedures discussed by Brittany
RESEARCH OTHER AGENCIES/COMPANIES
STEP 2

Set reasonable goals.
S.M.A.R.T. METHOD

S - Specific
M - Measurable
A - Achievable
R - Result-focused
T - Time-Bound
STEP 3

Choose your channels.
Social Media Site Usage in 2014

Percent of online adults who use the following social media websites

- Facebook: 71%
- LinkedIn: 28%
- Pinterest: 28%
- Instagram: 26%
- Twitter: 23%
More people use multiple sites

% of internet users who use the following number of social networking sites (sites measured include: Facebook, Twitter, Instagram, Pinterest and LinkedIn), 2013 vs. 2014

<table>
<thead>
<tr>
<th>Sites</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>No sites</td>
<td>22</td>
<td>21</td>
</tr>
<tr>
<td>One site</td>
<td>36</td>
<td>28</td>
</tr>
<tr>
<td>Two sites</td>
<td>23</td>
<td>24</td>
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<tr>
<td>Three sites</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>Four sites</td>
<td>5</td>
<td>8</td>
</tr>
<tr>
<td>Five sites</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>


PEW RESEARCH CENTER
CHANNEL CONSIDERATIONS

- Audience demographics and technical skill level
- Type of content you want to post
- How social media channels work together
- Amount of time you can devote to social media
- What other companies/agencies in your field are using
STEP 4
Create a content plan & editorial calendar.
CONTENT PLAN

• What type(s) of content you intend to post and promote via social media
• How often you will post the content
• Target audience for each type of content
• Who will create the content
• How you will promote the content
EDITORIAL CALENDAR

• Lists dates and times you intend to post content

• Create **some** content in advance
<table>
<thead>
<tr>
<th>Time</th>
<th>Type</th>
<th>Topic</th>
<th>Post</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>BLOG POST</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8:00 AM</td>
<td>NEW BLOG</td>
<td>Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TWITTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td>Club Info</td>
<td>Daily Class Schedule</td>
<td>Monday is for #MuscleMass. Get your kettlebell swing game on point.</td>
<td>PHOTO</td>
</tr>
<tr>
<td>11:15</td>
<td>Blog Promo - Paleo</td>
<td>Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)</td>
<td>Vegan Paleo? It's Possible. Get the recipes here:</td>
<td>ow.ly/sample1</td>
</tr>
<tr>
<td>12:15</td>
<td>Food Tips</td>
<td>Proteins</td>
<td><em>By combining incomplete proteins, you can get complete proteins</em></td>
<td>PHOTO</td>
</tr>
<tr>
<td>12:35</td>
<td>Exercise Tips</td>
<td>Strength Training</td>
<td>Moderation is key with leg extensions + Picture</td>
<td>PHOTO</td>
</tr>
<tr>
<td><strong>FACEBOOK</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>Club Info</td>
<td>Daily Class Schedule</td>
<td>Monday is for Muscle Mass.</td>
<td>PHOTO</td>
</tr>
<tr>
<td>11:15</td>
<td>Blog Promo - Paleo</td>
<td>Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)</td>
<td>Vegan Paleo? It's Possible. Get the recipes here:</td>
<td>ow.ly/sample1</td>
</tr>
<tr>
<td><strong>INSTAGRAM</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>Club Info</td>
<td>Daily Class Schedule</td>
<td>Monday is for Muscle Mass.</td>
<td>PHOTO</td>
</tr>
<tr>
<td>14:00</td>
<td>Community</td>
<td>Member of the Month</td>
<td>Extra gold stars for @Casey, our member of the month. She hasn't missed a spin class since she joined!</td>
<td>PHOTO</td>
</tr>
<tr>
<td><strong>TWITTER</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td>Club Info</td>
<td>Daily Class Schedule</td>
<td>The Tuesday fitness menu</td>
<td>PHOTO</td>
</tr>
<tr>
<td>8:15</td>
<td>Food Tips</td>
<td>Coffee</td>
<td>Grassfed butter, coconut oil, coffee, blend. Have you tried bulletproof coffee yet? Thoughts?</td>
<td>PHOTO</td>
</tr>
<tr>
<td>11:15</td>
<td>Exercise Tips</td>
<td>Strength Training</td>
<td><em>Half the battle is just showing up when you said you will.</em> Dave is a huge inspiration to us all! #TransformationTuesday</td>
<td>PHOTO</td>
</tr>
<tr>
<td>16:15</td>
<td>Community</td>
<td>#TransformationTuesday</td>
<td></td>
<td>PHOTO</td>
</tr>
</tbody>
</table>

Example from Hoot Suite
CONSIDER:

• The frequency expected on each social media account

• Day and time to post (for most traffic)
STEP 5
Consider audience interaction and ethics.
• Establishing transparency
• Facilitating conversation
• Handling negative comments
• Handling content that is considered inappropriate, controversial, or off topic
STEP 6

Evaluate and adapt.
Designing and Implementing a Social Media Plan: Evaluation

Brittany Williamson
External Communications Program Manager, INDOT

March 8, 2016
Social Media

- Where to begin? The basics.
Social media is about people, not logos.

Measure content
Learn the audience
Improve communication
Success Metrics

- Why social media?
  - Brand awareness
  - Content development
  - Customer service
  - Communication channel
  - Measurable
Success Metrics

- **Determine metric purpose**
  - What are the agency goals?
  - How does social media help achieve goals?
  - What will social media be responsible for?

- **Create metrics**
  - SMART metrics
    - 10% YTD follower growth, 15% engagement
Ongoing Analytics

- Klout
- Facebook Insights
- Twitter Analytics

Score Details

63.44
Today's Score

65.48
90 Day High

62.66
90 Day Low

Network Contribution

Facebook: 33%
Twitter: 56%
LinkedIn: 5%
Instagram: 5%
Facebook Insights

Total Page Likes
7,788 Mar 1, 2016

Net Likes
Net likes show the number of new likes minus the number of unlikes.

UNLIES  Organic Likes  Paid Likes  Net Likes

WANT MORE LIKES?
Create an ad to get more people to like your Page.

Promote Page

@INDOT  /IndianaDepartmentOfTransportation  @INDOT_Central
Facebook Insights

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

**DAYS**
- Sun: 7,406
- Mon: 7,365
- Tue: 7,371
- Wed: 7,384
- Thu: 7,427
- Fri: 7,417
- Sat: 7,428

**TIMES**

@INDOT  /IndianaDepartmentOfTransportation  @INDOT_Central
Facebook Insights

The success of different post types based on average reach and engagement.

<table>
<thead>
<tr>
<th>Type</th>
<th>Average Reach</th>
<th>Average Engagement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Link</td>
<td>4,258</td>
<td>194/82</td>
</tr>
<tr>
<td>Shared Video</td>
<td>2,867</td>
<td>206/13</td>
</tr>
<tr>
<td>Photo</td>
<td>2,743</td>
<td>162/40</td>
</tr>
<tr>
<td>Status</td>
<td>1,877</td>
<td>108/18</td>
</tr>
</tbody>
</table>
## Facebook Insights

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
<th>Type</th>
<th>Targeting</th>
<th>Reach</th>
<th>Engagement</th>
<th>Promote</th>
</tr>
</thead>
<tbody>
<tr>
<td>01/26/2016 02:24 am</td>
<td>Truck Parking System Coming to Hoosier Highways</td>
<td></td>
<td></td>
<td>49.1K</td>
<td>2K</td>
<td></td>
</tr>
<tr>
<td>01/24/2016 2:00 am</td>
<td>INDOT to track overweight semi license plates Lafayette Journal</td>
<td></td>
<td></td>
<td>24.5K</td>
<td>1.2K</td>
<td></td>
</tr>
<tr>
<td>01/19/2016 5:23 am</td>
<td>INDOT maintenance staff report color-coded winter driving contin</td>
<td></td>
<td></td>
<td>20.5K</td>
<td>2K</td>
<td></td>
</tr>
<tr>
<td>02/24/2016 0:01 am</td>
<td>Visit indot.carsprogram.org before you start your commute to see</td>
<td></td>
<td></td>
<td>14.3K</td>
<td>1.3K</td>
<td></td>
</tr>
<tr>
<td>02/15/2016 4:15 am</td>
<td>#Know4UGo: INDOTcarsprogram.org</td>
<td></td>
<td></td>
<td>10.9K</td>
<td>221</td>
<td></td>
</tr>
<tr>
<td>12/15/2015 1:59 pm</td>
<td>Roundabout locations are increasing. Brush up on how to navig</td>
<td></td>
<td></td>
<td>9.2K</td>
<td>359</td>
<td></td>
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<tr>
<td>02/05/2016 0:50 am</td>
<td>Nearly $2 million was invested in port infrastructure in 2015 to in</td>
<td></td>
<td></td>
<td>8.9K</td>
<td>294</td>
<td></td>
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<tr>
<td>02/10/2016 8:50 am</td>
<td>Check road conditions on your route at INDOT.carsprogram.org</td>
<td></td>
<td></td>
<td>8.1K</td>
<td>451</td>
<td></td>
</tr>
</tbody>
</table>

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
Twitter Analytics

Account home

INDOT @INDOT

28 day summary with change over previous period

- Tweets: 185 ↑31.2%
- Tweet Impressions: 303K ↑75.7%
- Profile Visits: 10.3K ↑62.4%
- Mentions: 314 ↑1.6%
- Followers: 9,441 ↑469

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
Twitter Analytics

**Top Tweet**
Earned 4.9K impressions
Lots of weather related crashes statewide. Check @TrafficWise and [INDOT carsprogram.org](http://INDOT carsprogram.org) for updates.
#KnowB4UGo pic.twitter.com/UcbebPfx3ta

**Top Follower**
Followed by 29.9K people

**Top mention**
Earned 363 engagements
NWS Indianapolis
@NWSIndianapolis Feb 14
RT @INDOT Lots of weather related crashes. Check @TrafficWise and [INDOT carsprogram.org](http://INDOT carsprogram.org) for updates.
#KnowB4UGo pic.twitter.com/q7GvYuYybN

**Top media Tweet**
Earned 10.3K impressions
Check in gowdhs/traveladv... for travel advisories before you travel.
#KnowB4UGo pic.twitter.com/CXkbSaYUJd

**FEB 2016 SUMMARY**

<table>
<thead>
<tr>
<th>Twitter</th>
<th>Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>196</td>
</tr>
<tr>
<td>Mentions</td>
<td>311</td>
</tr>
<tr>
<td>Follower</td>
<td>463</td>
</tr>
</tbody>
</table>

**Profile visits**
10.3K

**Mentions**
311
Twitter Analytics

Your Tweets earned 321.1K impressions over this 29 day period

**INDOT** @INDOT  Feb 14
Lots of weather related crashes statewide. Check @TrafficWise and INDOT carsprogram.org for updates. #KnowB4UGo pic.twitter.com/vC0behiP3tA

**INDOT** @INDOT  Feb 14
Check in.gov/chs/traveledvi... for travel advisories before you travel. #KnowB4UGo pic.twitter.com/ICXk0SaYUJd

**INDOT** @INDOT  Feb 8
The @MW5IndyIndianapolis says there is a potential for "snow squalls" today through Tuesday. #INDOTWinterOps pic.twitter.com/vA4WUJ6sS1W

**Engagements**
Showing 29 days with daily frequency

**Engagement Rate**
0.9%

**Link Clicks**
1.6k

On average, you earned 55 link clicks per day

@INDOT IndianaDepartmentOfTransportation @INDOT_Central
Campaign Analytics

- Hashtag tracking
  - 2015-2016
  - #INDOTWinterOps campaign

- Tools
  - Tweetbinder
  - Keyhole
  - RoundTeam
Campaign Analytics – TweetBinder

#INDOTWINTEROPS

167 Total tweets

- 16% Text tweets
- 80% Retweets
- 0% Replies
- 4% Links/Images

48 People that participated

638,827 Impressions of the analyzed terms

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
Campaign Analytics - Keyhole

167 posts
48 users
167,399 reach
638,827 impressions

Timeline

Top Posts

INDOT East Central @INDOT_ECentral
Interstates, US highways, state roads in east central Indiana are salt treated & wet. #yellowtruck remain out thru AM rush #INDOTwinterops

INDOT Northwest @INDOTNorthwest
We have received roughly 1-2" of snow across the district so far. We are still seeing light snow. https://t.co/ejF555dV3

INDOT Northwest @INDOTNorthwest
We received just a dusting to an inch of snow in the district overnight. It appears precipitation has tapered & temps are up

INDOT Northwest @INDOTNorthwest
INDOTWinterOps. LaPorte & St. Joe Counties, roads slushy and snow covered. There are some slick spots. Crews will till roads are clear.

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
Campaign Analytics - Keyhole

Top Sites
- twitter.com
- facebook.com
- govdelivery.com

Share of Posts
- 19.8%
- 80.2%

Most Influential

Recent Users

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
Thank you.

Questions and Answers.