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

Specific
Measurable
Achievable
Result-focused
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>Number of 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>
</tr>
<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>
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>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>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>11:45</td>
<td>Promo</td>
<td>#HolidayHealth</td>
<td>Winter is coming... share a photo of your favourite exercise for a chance to win a 10 class pass! Add #HolidayHealth to enter.</td>
<td>PHOTO</td>
</tr>
<tr>
<td>17:45</td>
<td>Blog Snippet - Paleo</td>
<td>Proteins</td>
<td><em>By combining incomplete proteins, you can get complete proteins</em></td>
<td>PHOTO</td>
</tr>
<tr>
<td>18:35</td>
<td>Food Tips</td>
<td>Dinner time! Harvest Salad with Chicken:</td>
<td></td>
<td>PHOTO</td>
</tr>
<tr>
<td>20:00</td>
<td>Exercise Tips</td>
<td>Strength Training</td>
<td>Moderation is key with leg extensions + Picture</td>
<td>PHOTO</td>
</tr>
</tbody>
</table>

**FACEBOOK**

<table>
<thead>
<tr>
<th>Time</th>
<th>Type</th>
<th>Topic</th>
<th>Post</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>Club Info</td>
<td>Daily Class Schedule</td>
<td>Monday is for Muscle Mass.</td>
<td></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>
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</table>

**INSTAGRAM**

<table>
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<tr>
<th>Time</th>
<th>Type</th>
<th>Topic</th>
<th>Post</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<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>
</tbody>
</table>

**TUESDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>Type</th>
<th>Topic</th>
<th>Post</th>
<th>Link</th>
</tr>
</thead>
<tbody>
<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>
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

Network Contribution

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%

@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:
- Midnight to 3:00am: 1,000
- 3:00am to 6:00am: 2,000
- 6:00am to 9:00am: 3,000
- 9:00am to Noon: 3,500
- Noon to 3:00pm: 4,000
- 3:00pm to 6:00pm: 4,500
- 6:00pm to 9:00pm: 5,000
- 9:00pm to Midnight: 3,500

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
Facebook Insights

Top Sources

Facebook  google.com  in.gov  r.search.yahoo.com  bing.com

@INDOT  /IndianaDepartmentOfTransportation  @INDOT_Central
Facebook Insights

The people who like your Page

Women
- 66% Your Fans
- 13-17: 0.0513%
- 18-24: 3%
- 25-34: 16%
- 35-44: 22%
- 45-54: 15%
- 55-64: 7%
- 65+: 3%

Men
- 34% Your Fans
- 13-17: 0.154%
- 18-24: 3%
- 25-34: 10%
- 35-44: 10%
- 45-54: 7%
- 55-64: 3%
- 65+: 1%

Country | Your Fans | City       | Your Fans | Language   | Your Fans
--------|-----------|------------|-----------|------------|-----------
United States of America | 7,712 | Indianapolis, IN | 641 | English (US) | 7,610

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
## Facebook Insights

### When Your Fans Are Online  |  Post Types  |  Top Posts from Pages You Watch

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

**Show All Posts**

<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><img src="#" alt="Reach" /> <img src="#" alt="Post Clicks" /> <img src="#" alt="Reactions" /></td>
</tr>
<tr>
<td>Shared Video</td>
<td>2,867</td>
<td><img src="#" alt="Reach" /> <img src="#" alt="Post Clicks" /> <img src="#" alt="Reactions" /></td>
</tr>
<tr>
<td>Photo</td>
<td>2,743</td>
<td><img src="#" alt="Reach" /> <img src="#" alt="Post Clicks" /> <img src="#" alt="Reactions" /></td>
</tr>
<tr>
<td>Status</td>
<td>1,877</td>
<td><img src="#" alt="Reach" /> <img src="#" alt="Post Clicks" /> <img src="#" alt="Reactions" /></td>
</tr>
</tbody>
</table>

@INDOT  /IndianaDepartmentOfTransportation  @INDOT_Central
<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>Boost Post</td>
</tr>
<tr>
<td>01/04/2016 2:03 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>Boost Post</td>
</tr>
<tr>
<td>01/10/2016 5:23 am</td>
<td>INDOT maintenance staff report color-coded winter driving conditio</td>
<td>✨</td>
<td></td>
<td>20.5K</td>
<td>2K</td>
<td>Boost Post</td>
</tr>
<tr>
<td>02/24/2016 5:01 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>Boost Post</td>
</tr>
<tr>
<td>02/15/2016 9:15 am</td>
<td>#Know4UGo &amp; INDOTcsprogram.org</td>
<td>✨</td>
<td></td>
<td>10.9K</td>
<td>221</td>
<td>Boost Post</td>
</tr>
<tr>
<td>12/15/2015 1:59 pm</td>
<td>Roundabout locations are increasing. Brush up on how to naviga</td>
<td>✨</td>
<td></td>
<td>9.2K</td>
<td>359</td>
<td>Boost Post</td>
</tr>
<tr>
<td>02/05/2016 0:50 am</td>
<td>Nearly $2 million was invested in port infrastructure in 2016</td>
<td>✨</td>
<td></td>
<td>8.9K</td>
<td>294</td>
<td>Boost Post</td>
</tr>
<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>Boost Post</td>
</tr>
</tbody>
</table>

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
Twitter Analytics

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 ↑16%
- Followers: 9,441 ↑469
Twitter Analytics

**Top Tweet** earned 14.5K impressions
Lots of weather related crashes statewide.
Check @TrafficWise and INDOT.carsprogram.org for updates.
#KnowB4UGo pic.twitter.com/vUCbe9bFz3ta

**Top mention** earned 353 engagements
NWS Indianapolis
@NWSIndianapolis Feb 14
RT @INDOT Lots of weather related crashes. Check @TrafficWise and INDOT.carsprogram.org for updates.
#KnowB4UGo pic.twitter.com/q7G8uYYbN

**Top Follower** followed by 29.9K people
Jess Bahr
@jessbahr FOLLOW YOU
Dir. of Campaign Strategy, Strategizing Strategic Strategy. // @SocialSly // Optimization Enthusiast // Author // Graph Making aficionado

**Top media Tweet** earned 10.9K impressions
Check in.gov/INDOT/traveladv... for travel advisories before you travel.
#KnowB4UGo pic.twitter.com/CXkbSaYU1d

**FEB 2016 SUMMARY**

<table>
<thead>
<tr>
<th></th>
<th>Tweets</th>
<th>Tweet Impressions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tweets</td>
<td>196</td>
<td>321K</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>Profile views</th>
<th>Mentions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Profile views</td>
<td>10.3K</td>
<td>311</td>
</tr>
<tr>
<td>New followers</td>
<td>463</td>
<td></td>
</tr>
</tbody>
</table>

@INDOT /IndianaDepartmentOfTransportation @INDOT_Central
Twitter Analytics

Your Tweets earned 321.1K impressions over this 29 day period.

During this 29 day period, you earned 11.1K impressions per day.

Tweets:
- **INDOT @INDOT**: Feb 14, 11,582 impressions, 1,099 engagements, 7.5%
  - "Lots of weather-related crashes statewide. Check @TrafficWise and INDOT carsprogram.org for updates. #KnowB4UGo pic.twitter.com/wC0ebPw3r6"
  - View Tweet activity

- **INDOT @INDOT**: Feb 14, 10,927 impressions, 842 engagements, 5.9%
  - "Check in go/chs/traveladvisories for travel advisories before you travel. #KnowB4UGo pic.twitter.com/IXkSoSgYUj"
  - View Tweet activity

- **INDOT @INDOT**: Feb 8, 9,216 impressions, 369 engagements, 4.0%
  - "The @NW5Indianapolis says there is a potential for "snow squalls" this afternoon through Tuesday. #INDOTWinterOps pic.twitter.com/aVwUij5S1W"
  - View Tweet activity

Engagements:
- **ENGAGEMENT RATE**
  - 0.9%
  - 0.3% engagement rate

Link Clicks:
- **1.6k**
  - 7 link clicks

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 - Keyhole

**Timeline**

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

**Top Posts**

1. @INDOT_ECentral
   - "Interstates, US highways, state roads in east central Indiana are salt treated & wet. #yellowtrucks remain out thru AM rush #INDOTwinterops"
2. @INDOTNorthwest
   - "We have received roughly 1-2" of snow across the district so far. We are still seeing light snow. https://t.co/5F55dVv3"
3. @INDOTNorthwest
   - "We received just a dusting to an inch of snow in the district overnight. It appears precipitation has tapered & temps are up"
4. @INDOTNorthwest
   - "LaPorte & St. Joe Counties, roads slushy and snow covered. There are some slick spots. Crews will till roads are clear."
Thank you.

Questions and Answers.