Sample Social Media Strategic Plan

This plan includes the tactical objectives to be used to accomplish the primary social media goals identified by McNelley Media on behalf of [Company Name].

Example Social Media Goals

1. Increase "member" base, recruit new "members," draw physical traffic to facility
    a. Purpose: to make money/to stay in business
2. Brand the [company] name, cause, and facility as a place of quality care, establish [company] as experts
    a. Purpose: to manage the [company] reputation
3. Keep the local community updated on happenings, discounts, events, etc.
    a. Purpose: to increase number of new "members"
4. Understand how "members" use social media and monitor what "members" are saying about [company]
    a. Purpose: to stay connected with "members"
5. Contact local community businesses to inform them that [company] provides [specific service]
    a. Purpose: word of mouth; to spread the word about [company]

Sample Summary of Existing Online Presence

1. Facebook
    a. Page established
    b. Lack of consistent activity, maintenance, management
2. Twitter - No presence
3. Blog - No presence
4. YouTube - No channel
5. LinkedIn – No presence
6. Yelp
    a. Listing established
    b. Issues with listing, management at less than 1 hour per week
    c. Conference call set up with Yelp account manager to reconcile issues

Content Types

1. Photographs
2. Expert Articles
3. Video Testimonials
4. Member Reminders
5. Mailers

Tracking Tools

1. Facebook Insights
2. Hootsuite Ow.ly Summaries
3. YouTube Insights
4. Google Analytics
5. LinkedIn Analytics

Focus Channels

1. Facebook

Purpose: Increase recognition, increase social engagement, establish online social network, searchability

Metrics for Success: "Like"s, referrals from social networks

2. Twitter

Purpose: Increase recognition, increase engagement, establish network, establish brand, searchability

Metrics for Success: Followers, 2nd-order followers (follower's follower count), social capital (influence of twitter followers), Klout score, referrals

3. Yelp

Purpose: Reputation management, increase engagement with "members," searchability

Metrics for Success: Reviews, stars, participation, referrals

4. LinkedIn

Purpose: Increase recognition, increase engagement, establish network, establish brand, searchability, find leads

Metrics for Success: Connections, discussion participation, Klout score, referrals

5. Blog

Purpose: Increase recognition, increase engagement, searchability

Metrics for Success: Number of posts, audience growth (unique and returns), comments/likes, subscribers, inbound links, directory listings, SEO improvements, referrals from social networks

6. YouTube

Purpose: Increase recognition, increase engagement, establish brand

Metrics for Success: Video views, video reviews, stars

Action Plan

Facebook 2-3 hours/week

Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Audit Existing Page	1	Add company details, ensure consistency across platforms	Ongoing	% page completion	1 hr	Facebook platform
Increase "Like" Count	1	Produce and post interactive content, use ads and sponsored stories	Ongoing	% impressions % feedback CTR (click through rate)	30 mins	Facebook platform Hootsuite
Post Content	1	Utilize existing resources to create engaging content: Articles, blog posts, reminders, discounts, etc.	2-3 posts/wk	% impressions % feedback CTR	20 mins	Wordpress blog Facebook platform Hootsuite
"Like" Fan Pages	3	Search for relevant pages to receive updates	2 new likes/wk	# Likes	10 mins	Facebook Search Internet Search
Welcome Tab for Page	2	Create tab, align company description	Ongoing	# Welcome Tab views # Likes	45 mins	Hy.ly Facebook
Community Engagement	2	Like and comment on relevant posts Post questions to community, respond	Ongoing	% feedback	20 mins	Facebook News Feed

YouTube 1 hour/week

Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Create Channel	2	Add company details, ensure consistency across platforms	Ongoing	% channel completion	1 hr	YouTube
Add videos	2	Add video testimonials to channel, get code for posting videos on social sites	1 video/mo	# video views	1 hr	YouTube

Twitter 2-4 hours/week

Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Create Account	1	Add company details, ensure consistency across platforms	Ongoing	% profile completion	1 hr	Twitter platform
Increase Follower Count	1	Utilize 3rd party Twitter applications to increase # of relevant followers	Ongoing	# Followers # Relevant Followers % Increase	30 mins	Twitter platform Twiends platform TweetAdder 3.0
Follow Users Follow Backs	1	Search for and follow relevant users according to profile	Ongoing	# Following Follower:Following Ratio	20 mins	Twitter platform TweetAdder 3.0
Tweet	1	Tweet content types	1 tweet/day	# Clicks # Retweets & Replies	20 mins	Twitter platform Hootsuite
Community Engagement & Management	2	Retweet other Twitter user's content Reply to users who engage with [redacted] Comment on tweets related to key words, phrases, industries	Ongoing	% feedback	45 mins	Search.twitter.com Hootsuite Twitter stream

Blog 2-4 hours/week

Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Create Blog	1	Add company details, ensure consistency across platforms	Ongoing	% blog completion	3 hr	Wordpress
Blog Posts	1	Post content on blog with SEO optimized photo	1-2 posts/wk	# post views # social shares % feedback	45 mins	Wordpress
Reputation Management	2	Reply to comments on blog posts Search for mentions	Ongoing	% impressions % feedback CTR	20 mins	Wordpress blog Hootsuite
Blogger Outreach	3	Like and comment on relevant blog posts related to key words phrases, industries	Ongoing	# comments # replies	30 mins	Wordpress blog Wordpress Tag Surfer
SEO	2	Align company description, optimize tags, photos, etc.	Ongoing	Google PageRank # blog views	20 mins	Wordpress

Yelp 1 hour/week (15+ mins/day)

Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Audit Listing	1	Add company details, ensure consistency across platforms	Ongoing	% listing accuracy	30 mins	Yelp platform
Community Engagement & Reputation Management	1	Manage reviews for positive reputation Reach out to users who post reviews	Ongoing	# reviews # positive # negative % engagement	30 mins	Yelp platform

LinkedIn 2-3 hours/week

Action Type	Priority Level	Action Details	Frequency	Metric/Tracking	Time/Wk	Means
Create Business Page	3	Add company details, ensure consistency across platforms	Ongoing	% profile completion	1 hr	LinkedIn platform
Increase Company Follower Count	3	Engage LinkedIn users to follow [redacted] for updates	Ongoing	# Followers # Relevant Followers % Increase	30 mins	LinkedIn platform
Post Content	3	Posts direct viewers to Blog and/or FB	1 update/wk	# Clicks	10 mins	LinkedIn platform Hootsuite Wordpress blog
Community Engagement & Reputation Management	3	Engage in group discussions Reply to users who engage with [redacted] Comment on updates related to key words, phrases, industries	Ongoing	% feedback	30 mins	LinkedIn groups LinkedIn stream

Other 1 hour/month

Push content to other social bookmarking and news sites (Delicious, Sphinn, Reddit, Digg, StumbleUpon, FriendFeed, Namesake, etc.)