



4 steps to Craft a Social Media Strategy

Define your Audience

- ◆ Who is your primary audience?
- ◆ Who is your secondary audience?
- ◆ What are their characteristics?
- ◆ What services/items have been popular in the past?
- ◆ What does your mission statement say?



Create Objectives

- ◆ What are the primary/secondary goals of using social media in your marketing mix?
- ◆ What do you ideally want to accomplish?
- ◆ Refer to your audience description and your mission statement.
- ◆ Make your objectives SMART (Specific, Measurable, Achievable, Realistic & Time bound).

Specify Tasks

- ◆ Consider your audience and your objectives: choose the social media channels that are appropriate for them and your message.
- ◆ Who is responsible for posting?
- ◆ What will they post? How often will they post?
- ◆ Use a social media manager to schedule where/when/what to post, and who does it. Share it with the marketing team and other interested parties.



Evaluate Results

- ◆ Decide before you start:
- ◆ If you were successful, what would it look like?
- ◆ How will you measure it?
- ◆ How often will you do it?
- ◆ How will you use the findings to change the process?
- ◆ Who will conduct the evaluation, and who will be told of the results?



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