

**UPTOWN
STUDIOS**
DESIGNS FOR SOCIAL CHANGE



Social Media Strategy



Let's get social!

Welcome to Social Media Strategy!

This strategy will help you create, develop, build and manage your social media presence while simultaneously training your team to be up to speed on the ins and outs of social media.

Through this process your target audiences will be identified and key messages implemented. Various social media channels will be utilized to position you as a leader in your industry, share your message, and create a strong network of followers and work to build your overall online presence. These social media platforms will create a stage for information sharing, engagement and influence.

During the initial process, focus will be placed on redesigning all of your online profiles to ensure continuity of your brand. It is imperative to maintain your brand and create a cohesive and consistent experience for your visitors and network. Each of your pages will be visually crafted to look and feel consistent, fresh and professional. This Social Media Strategy will be your guide toward meeting all the identified goals in the plan.

THINK

Research | Discovery | Analysis

Who is ?

Mission:

Vision:

Target Audience:

Messaging:

Positioning:

Strengths:

Weaknesses:

Competition:

What is the competition doing well?

How will be better than the competition?

What can you do differently?

Barriers:

- What are any roadblocks or obstacles your organizations faces in relation to social media?
 - Time
 - Budget
 - Fear of comments

Benefits:

PLAN

Objectives | Goals | Timeline

Once you have completed the THINK portion of this document, it is time to create your social media plan and set some goals.

Objectives:

What:

How:

What:

How:

What:

How:

What:

How:

Measurable Goals: three months post-launch

- Facebook:

- Twitter:

- LinkedIn:

- YouTube:

DO

Execute | Implement | Launch

Now that you have done your research and discovery on who you are and developed your social media goals, it is time to execute your plan! Throughout all social media channels you will be building a robust fan base of followers and maintaining a strong, up-to-date online presence.

Target Audience:

General Strategy to Achieve Goals:

- *Craft visual identity for all pages*
- *Adjust all bio and information on all channels to improve search*
- *Add iFrames to Facebook*
- *Add themes and details to content calendar for the year*
- *Find bloggers and media who cover philanthropic topics relevant to your company/industry in California*
- *Monitor conversations – Google Alerts*
- *Client to add social media addresses to email signatures, all print marketing materials*
- *Train staff on posting and social media basics for each platform including any third-party apps*
- *Monthly reporting on numbers, engagement and influence*
- *Daily posting on Facebook and Twitter*
- *Maintain rule of thirds in posting*

1. Promote your brand
2. Share your personality
3. Post about your community

FACEBOOK

Facebook allows for real-time updates and interactions, while offering space for longer posts and add-ons such as event pages, groups, and applications. Facebook is where your personality will shine through!

- Set up and branding of profile
- Add iFrames to Facebook - link to relevant website pages
- Create “Calls to Action”
- Post once daily, 4-7 days per week
- Share relevant articles
- Share photos
- Tag other like-minded organizations
- Create YouTube tab to share videos
- Advertise \$5 - \$10 per day for first five days after initial launch
 - Reassess after five days of advertising
 - Look at Return On Investment
 - Determine next steps

TWITTER

Functioning like a micro blog, Twitter is a huge news source with information being shared as it becomes available. Twitter allows for interaction, video and photo sharing, but limits posts to 140 characters, making it simple and most efficient when regularly updated.

- Set up and branding of profile
- Adjust bio information to improve SEO (Search Engine Optimization*)
- Identify key profiles to follow
- Post 1-8 times per day
- Select best post times
- Establish automated responses to new followers
- Send more traffic to your website
- Position yourself as an expert in your industry
- Develop lists
- Retweet relevant information
- Share provided photos
- Use existing hashtags and create as needed
- Keep expanding your Twitter community
- Stay current
- Monitor mentions and retweets
- Identify influencers and supporters

LINKEDIN

LinkedIn acts like an online business card, allowing users to share resumes, recommendations and updates with other professionals. While LinkedIn was originally geared toward job seekers, it is now a driving force in networking and customer/clientele building.

- Set up and branding of company profile
- Position
- Post 1-5 times per week
- Offer credibility
- Expand your business contacts
- Expand your company network
- Key word searches
- Assist in building personal network to add influence to their profile

YOUTUBE

While YouTube is most obviously a video sharing network, it is also a huge Search Engine Optimization booster. Every video posted can be tagged, increasing Search Engine Optimization of your brand name/company.

- Share videos on a regular basis – monthly at minimum
- Add closed captions and annotations to any existing videos
- Implement calls to action
- Seek out other channels and subscribe and like videos
- Share videos on other social media channels

Social Media Policy

- Review Existing Social Media Policy
- Recommend changes
- Develop final Social Media Policy for implementation at Sacramento Region Community Foundation

EVALUATE

Measure | Metrics | Track

Weekly Status Updates

- Growth in Numbers/Network
- Engagement Status
- Influence Status
- Discussion – what’s working/what’s not working – revise edit and evaluate

Success Criteria: three month

Have we reached our goals? Exceeded goals? Fallen short? Review original goals and determine where we stand in relation to these goals and what the next steps should be.

- Facebook:

- Twitter:

- LinkedIn:

- YouTube:



Uptown Studios has been a creative source in Sacramento since 1992 - a Sacramento-based visual communications firm specializing in website design, graphic design, video production and social media management and training. We do not outsource our work - it is done by our team in Sacramento, California.

Visit our website to find out more about us.

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