**SIM LOCATION Chapter - Social Media Strategy**

*Date Created/Updated*

**Objectives/Goals:**

What are you trying to achieve? Grow awareness for your chapter? Act as a mouthpiece for your members’ writing or speaking gigs? Share job leads? Choose 3 objectives and decide what defines success for each.

**Channels Used:**

What social media accounts will you set up? What are their uses? How about account names and passwords for the next person to take up your chapter’s social media management?

**Key Performance Indicators (KPIs):**

What metrics can you track for each to determine how well you are addressing your objectives and goals? Try to stay away from “vanity” metrics like followers. How about likes per post, RT’s per post, etc. to put a number on your community’s engagement.

**Tools:**

Will you use any special tools to schedule posts? We recommend a tool like [Buffer](http://bufferapp.com/) or [Hootsuite](https://hootsuite.com/) for “set it and forget it” publishing that leaves you time to focus on more important aspects of your chapter’s marketing and communications

**Audience/Segments:**

Who are your messages meant for? Chapter members? Prospects in your region? This can help determine what kinds of messages you should be writing.

**Content Strategy:**

What are you going to share? Will it all be in your voice, or will you share articles of interest to the industry at-large? We recommend the “One Third Rule”: One third of the time you should be sharing other’s content, one third you should be interacting with others, and one third you should be promoting yourself.

**Stakeholders/Roles:**

Who is involved in managing your accounts? Does one person write messages, while another posts? Does someone need to approve messaging?

**Processes:**

The more clearly you can define your workflows for social media, the better. If more than one person is involved, lay out how things move from one stakeholder to the next.