

Personal Social Media Plan Proposal

I. Introduction

Nowadays, social media is playing a larger role in our community, and will most likely continue to become more important. I will use social media to talk about something about my Public Relations major.

The main topic of my social media is public relations for digital marketing. There's no denying it, the world is rapidly moving into the digital age. People would like to consume more and more digital content on their daily basis, on mobile phones, laptops and more. PR professionals have to recognize and adapt to the importance of digital marketing in their work. Digital marketing is not only a fast-evolving force in the current marketing playing field, it is set to be the future of marketing.

During my summer internship, at Chinese PR consulting (Blue Focus) I assisted doing a project about digital marketing. From this project, I have learned much knowledge about digital marketing. While reading books and surfing Intern, I also concentrated on the importance of digital marketing, the relationships with public relations and other methods of marketing. As a senior in PR major, I need to choose an interesting topic to study in my social media.

I am an early adopter for Social Media. In fact, I had a Renren (one of Chinese social media) account back in 2008 and I am still active today on several social networks such Weibo (one of Chinese social media), Facebook ,Twitter and more. I always use these social media to waste amount of time and connect with my classmates and friends. I know that I can use social media do more meaningful things. I have decided that social media is more valuable for me to practice: have a personal social media plan.

II. What & Who

My social media plan continues to be simple and limited to a few networks. Let's begin with 3 social media tools plus my blog. In order to accomplish with my social media plan, my strategies will be:

- Listen and learn from experts and information sources about digital marketing
- Build relationships with more PR & Marketing professionals
- Create content in digital marketing that engage others to share their opinion
- Increase relevant visitors to my site
- Improve my self-expression and creativity
- Increase my profile and reputation as a professional

I want to connect with three kinds of different people on social media. First, I will build strongest relationship with more PR and marketing professionals and professional associations who provide more useful information about what I want to know. These people often spend their time on LinkedIn, Facebook and Twitter. My other connection is anyone who interested in my topic and relevant issues. We can share and discuss our viewpoints and critical thinking for the trend of digital marketing and some breaking news with each other. This kind of people always spends their time on Facebook, Twitter and blogging. The third category is my friends, classmates and anyone who involved with my personal life. They usually spend their time on Facebook and Twitter. These social media make us often meet online to understand each other's situation.

I hope my social media focus on the depth of the digital marketing. My social media can provide many discussions about industry trends, innovation and best practice digital marketing with many professionals and anyone interested in digital marketing. I hope these people share their experience, passion, and information about digital marketing with me.

III. How will I reach my goal?

There are three social media tools, including: LinkedIn, Facebook and Twitter. It will help me accomplish my goal in my personal plan.

LinkedIn is designed to network real relationships. It has a more professional, networking focus that I would use to connect with acquaintances I know by name, face and some associations. I can join in some group digital marketing in LinkedIn, and connect with worldwide digital marketing professionals. These groups can provide the latest whitepaper and industry reports to help me updated on trend and innovation in digital marketing. They also organize some events program of conferences, social and networking events. Throughout all this, I can listen and learn from these professionals and information about digital marketing.

Facebook is a closed network. I want to use Facebook to stay connected with my real life relationships. I can continue to post pictures of my friend and family and update my status with things. Some of my friends and classmates also would like to pay more attention on digital marketing in their study life. I believe digital marketing that is our interesting topic of conversation.

Finally, I will use Twitter. Twitter is an open network and I follow all kinds of diverse and hopefully interesting members. Sometimes this group is funny, informative and even enlightening. I now use Twitter as a tool to communicate what I am doing in the area of digital marketing and other links/ ideas that my followers may be interested in.

Outline the specific tactics I will need to make my strategy work.

a) Create a LinkedIn account. Join three to five groups that are connected to my topic.

Follow 20 influencers (digital marketing professionals). Engage in conversation with influencers about my topic.

- b) Log in my Facebook account. Set up a group to talk about digital marketing. The member of group is who interested in studies of digital marketing, public relations and social media in my friends.
- c) Log in my Twitter account. Follow 20 influencers (digital marketing professionals) who are connected to my topic. Engage in conversation with influencers about my topic. Learn more about industry reports to realize trend, innovation and best practice digital marketing.

I can use these subjective measurements to show my successful social media such as “number of influential people who tweet something about me”, and “number of people who follow or comment me on Twitter, Facebook and LinkedIn”.

IV. My Blog

My blog will focus on the importance of digital marketing and its relationship with public relations. I have created my blog to help more people realize and understand digital marketing. The core digital marketing has many channels like site, SEO, PPC and social media. It comes out in our daily life. I will post my blog's link on my LinkedIn, Twitter and Facebook to attract more attention to my blog. I will often update new contents of my blog, and post notice in my other social media. So my blog is one of the most important parts in my personal social media plan.

Steps to create my blog

1. Set up a personal blog using Wordpress; Select a name; Set up template, blogroll with 10 blogs and widgets.
2. Write an introductory post that provides an overview of my blog and include an “about me” page.
3. Write 14 posts total.

4. Add a code of ethics to my blog.
5. Leave one comment on a PR, social media, marketing or advertising blog of my choice each week.

A list of headlines:

1. The importance of digital marketing
2. Digital marketing and social media
3. Public relations case in digital marketing
4. Digital marketing the Weibo way
5. Digital marketing in car enterprises
6. Twitter marketing
7. SEO and Digital marketing

“Number of influential blogs that linked to my blog” presents my blog that is successful.

V. Plan checklist

LinkedIn

- a) Set up LinkedIn, write bio, choose background—Oct. 8th
- b) Create 2-3 posts per week
- c) Join 3-5 group and follow 20 influencers about my topic— Oct 19th
- d) Check LinkedIn 3-4 times per day--- (Ongoing)

Twitter:

- a) Set up Twitter, write bio, choose background – Oct. 7th
- b) Create 4-6 tweets per week
- c) Follow 20 influencers in topic of digital marketing — Oct. 20th
- d) Tweet 3-4 times a day — Ongoing

Facebook:

- a) Set up a group about my topic with my friends
- b) Create 2 posts about my topic per week

Blog:

- a) Set up a personal blog, write bio and introductory, set up template, blogroll and widgets
(week 2)
- b) Write 2 posts per week (week 3-week 10)
- c) Add a code of ethics to blog (week 4)
- d) Leave one comment on other blog of my choice per week (week 4- week 10)