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Final Personal Social Media Plan Proposal

I. Introduction

My topic for my social media plan is going to be on event planning. I am choosing this topic because one day, I hope to become a wedding planner. Currently, I am a caterer at University Catering and serve many events, so I have some relation to the event planning background. I am taking an events planning workshop this term to expand my knowledge in this field. I am also going to be interning abroad for an events company in Ireland this summer.

My social media habits include Facebook, Twitter, LinkedIn, Pinterest and just recently, Tumblr. I use Facebook to connect with friends and family. It's a good source to stay in touch by using email and looking through pictures. I never really post anything on my news feed in Facebook because I like to keep some things private in my life. I have only used Twitter a few times to tweet about what I am doing or something big that has happened. I don't like using twitter all the time because I don't like people knowing what I am constantly doing or where I am in my personal life. LinkedIn is a great website to build relationships and engage in my professional network. Pinterest is more a fun for all website. You can post images that are interesting to you and organize your images through pin boards. I just signed up for Tumblr and am still discovering how to navigate around the website.

II. What & Who

In my social media plan, I want to accomplish making connections with people in the event planning field. I want to build relationships with clients to learn about the content that is needed in my area of interest. I am curious to explore my creative side through social media. When writing on websites, I will let my personality shine through. I will also be staying connected with friends and family along the way so they can see what I am working on and let me know what their opinions are.

Through the use of social media, I will associate myself with anyone who is involved or interested in event planning. Hopefully, I will find people who own event planning companies or work in those corporations. Those people spend most of their time on social media through sites such as Facebook or Twitter for advertising. LinkedIn is a good tool to use to find future employees. Connecting with these people will help me achieve my social media goals by networking myself online and associating with people in the event planning industry.

One day, I hope to be an event planner, specifically, a wedding planner. Today, social media has provided a way for people to network with each other, whether it be an owner of a business looking for a new employee on LinkedIn or a business advertising its company on Facebook or Twitter. I plan to connect with other event planners, or those who are interested in that field, through three types of social media and blogging.

III. Reaching My Goal

To accomplish my goal of reaching out to people involved in the event planning industry, I will use specific social media tools. Through LinkedIn, I will begin researching people who are currently working at places I am interested in and try to connect with them. By using Twitter, I will start following companies that are in the event planning field and tweet to them. By bringing up the topic of event planning, I hope to find helpful use through PR practices. I want to use Tumblr to post pictures from events I will be working at this term and talk about them on there. All of these social media sites are great ways to start networking myself.

An outline for using LinkedIn would be to first update my account. Then, I want to find 10 people or businesses to connect with that are involved with event planning. An outline for using Twitter would be to clean up my account and update it as well. Currently, I am not on Twitter all that much, but I want to change that this term. I want to follow 15 influencers that are connected to my topic. Then, I will engage in conversation with them about my topic by tweeting to them. An outline for using Tumblr would be to start taking pictures at events that I will be working at for catering and post them to my Tumblr. I will also talk about the event.

To keep track of how successful this will be, I will use subjective measurements, such as to become more engaged online and to connect with people currently working in the field of my topic, event planning.

IV. Blog

The focus of my blog will be on event planning PR, all different angles and views of the event planning industry. This ties into my social media plan because the blog will be the main source of it all. It is where I will follow other bloggers who are interested in my topic and be able to have conversations with them. I want to find anything that has to do with event planning and talk about it. What goes on behind the scenes or the crucial steps to take before planning an event; I want to be informed on every detail.

To start the blog, I will create a Wordpress account. I will set-up a template and create a blogroll on the page, with a minimum of 10 blogrolls. There will be an introductory post to explain to my audience who I am, where I'm from, and what my interests are. I will write up a total of 14 posts, two each week, related to my topic. Also, I will search other blogs that are influenced by my same topic and start up conversations with others about event planning.

Some headlines/ideas I have in mind are: Spring is here and Love is in the Air (to talk about spring time weddings), Innovative Event Trends (to discuss any new technical discovery that can be used at events), Event Companies (find companies in event planning), How To Plan an Event (research helpful tips when planning an event), Keep Calm and Plan On (talk about ways to keep your stress level down when situations become overwhelming), Current Events (find out what events are taking place in the world at the time), and Need a Theme? (to talk about different theme ideas for events).

To see how successful my blog will be, I will engage in conversation on my blog and keep it up to date with current issues.

V. Plan Checklist

- a) Update my LinkedIn website. –April 16th
- b) Update my Twitter account. –April 16th
- c) Learn about Tumblr. –April 12th

LinkedIn:

- d) Find 10 people or business in the field of my topic and connect with them. –May 10th
- e) Send them messages asking them what it is like to work in this field; get specifics! –ongoing

Twitter:

- f) Follow 15 influencers in my topic. –April 28th
- g) Tweet 4 times a week- Ongoing
- h) Engage in conversation (tweets) with the influencers. –ongoing

Tumblr:

- i) Take pictures on my phone when working at events. –ongoing
- j) Post them to Tumblr and talk about the event. –ongoing
- k) Connect with others in the event planning industry. –ongoing

Blog:

- l) Post twice a week about my topic. –May 31st
- m) Leave comments and ask questions. –ongoing
- n) Find at least 10 other blogs to follow. –by April 27th
- o) Be conversational. –ongoing
- p) Post to it when traveling –ongoing over summer