

Cause Marketing Social Media (SM) Plan: Template

Title: Identify timeframe

Introduction: Position need for social media within marketing/communications overall plan. Include an executive summary.

Environmental Scan: SWOT: Strengths, Weaknesses, Opportunities, Threats. Summarize current communications landscape specific to your organization.

Audience: Identify audience segments.

Key messages: Identify SM key messages that add value beyond corporate or campaign messages.

Goal: Identify the overall goal of social media efforts. Identify long term & short term goals as subheads.

Objectives: Organize objectives in pillars. This will help to identify measurables. Identify what can be measured & establish goals for each pillar. Use the S.M.A.R.T principle: Specific, Measurable, Attainable, Realistic, Timely.

Strategy: Start by listing your key strategies. Identify the role of each platform for your organization. What will be the focus of content generation? How will the brand "voice" be developed? What will drive SM activities?

From there, write an overall **strategy statement:** The strategy statement should clearly identify what will drive social media activities to reach your end goal.

Micro-plan:

- Story development: step-by-step plan for acquiring and posting new content
- Plan for collaboration: process to identify & mobilize key influencers
- Conversational Calendar: monthly content idea generation
- Posting schedule: # of posts/day/month/week : establish goals

Policy: Include staff social media guidelines, comment moderation policy.

Tactics: You may choose to organize these per platform, but a timeline is necessary. Set goals at the end of each tactic phase.

Budget: Include expenses and (if appropriate) projected revenue.

Conclusion: Summarize plan & include a note about continual revision.