

# Create a Social Media Strategy

## Why should you have a social media strategy?

- Clear goals make it much easier to make everyday decisions.
- You will always know if you are on track and how to adjust your tactics if you're not.
- It keeps you focused and helps you define what channels to target and which tools to use.
- It allows more than one person to participate in execution of plans.

## Form a strategy

You'll need to identify your department's mission. A mission is the purpose of your department/college/organization. For example, this is Dixie State University's mission statement: "Dixie State University is a public comprehensive university dedicated to rigorous learning and the enrichment of the professional and personal lives of its students and community by providing opportunities that engage the unique Southern Utah environment and resources."

What is the mission of your department/college/organization?

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## Identify your goals

Goals are the smaller victories you hope to achieve in order to fulfill your mission. Remember to make S.M.A.R.T. (Specific, Attainable, Realistic, Timely) goals. Some examples of good social media goals include increasing brand awareness through Twitter retweets, lead generation (gathering email addresses or information requests), etc.

Try listing three goals for your social media presence.

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## Identify your audience

You'll need to decide who your social media page(s) are meant to reach. This is important because it will help you make decisions about content, targeting, voice, etc. Take the time to discuss things like your audience's location, age, gender, interests, connections, and lifestyle with your team.

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## Identify your social media voice

Social media is so saturated with the noise of other brands crying out for attention, and your followers can spot insincerity and self-promotion from miles away. Maintaining a consistent and unique voice will humanize your department/college/organization and encourage others to talk positively about you. Answer these questions thoughtfully.

What is the tone of your brand? (Examples: personal, honest, humble, direct, clinical, scientific)

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What kind of language will you use to communicate online? (Examples: complex, simple, savvy, jargon-filled, insider, fun, serious, whimsical)

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## Identify the content you're going to share

Possibly the biggest challenge you'll have as a social media manager is consistently producing engaging and creative content. The good news is, not all of the content you share has to be your own.

### Ideas for content you can share

- News articles about your department/college/organization or Dixie State University
- Posts from other DSU social media pages
- Helpful articles from outside sources
- Funny, inspiring, or motivational quotes
- Posts from followers; Make sure to always give them credit by using a repost button or tagging them in an image you're resharing

### Ideas for original content

- Use daily themes. You can find ones that people are already using, or you can come up with your own! Use them weekly or on days when you need content for a certain day. Make sure you use the hashtags that go with each theme.
  - Monday: Motivation Monday, Music Monday, Man Crush Monday
  - Tuesday: Tuesday Tip, Trivia Tuesday, Tuesday Travels
  - Wednesday: Wacky Wednesday, Wisdom Wednesday, Woman Crush Wednesday
- Never miss a holiday. You can create posts for national holidays and observances, as well as obscure ones like Sunglasses Day or Pi day.
- Ask an engaging question.
- Ask your followers to "fill in the blank".
- Post a really cool, relevant photo asking your followers to "caption this photo".
- Showcase one of your faculty, staff, or students when they do something cool.
- Share testimonials
- Post about frequently asked questions
- Recommend another page to follow
- Post comics or memes
- Hold a photo contest.
- Tell people about any rewards you've received.
- Thank your followers