

How to Create Your Social Media Tactical Plan



The key to any successful campaign, whether it's running around town to accomplish errands or marketing your business, you have to have a plan. Without a plan, we are like squirrels searching for nuts, jumping at every shiny object. A social media plan needs to be incorporated into your existing business and marketing plan. Social media is a marketing outlet, just like radio and newspaper ads. Creating a social media plan shouldn't be hard. Everything you do on social media should be part of a larger social media plan, from liking someone's pin on Pinterest or photo on Instagram to posting a picture of your products on Facebook.

Social Media Plan elements

Every social media plan generally includes the following sections:

- I. Social Media Objectives & Goals
- II. Social Networks (i.e. Facebook, Twitter, Instagram)
 - Mission statement
 - Objectives
 - Action items
 - Key metrics
- III. Editorial calendar

I. Social Media Goals:

The first part of a social media plan is the objectives and goals that you hope to achieve. The goals should align with your broader marketing goals, so any social media efforts all go towards the business objectives and goals. Having these social media objectives and goals allows you to gauge your success, and quickly react when your social media is not meeting your expectations. When writing your social media goals, be sure to decide on your social media voice, whether that is more formal, casual, or fun-loving, you need to have a voice unique to you and your business. Strive to approach making these goals with the SMART approach, meaning they need to be specific, measurable, attainable, relevant, and timely.

Here is an example of social media goals:

- Increase Brand Awareness through all social media networks by creating meaningful and exciting content.
- Engage and excite customers with photos, events, links, and videos that represent our culture, brand, and company.
- Improve customer service and satisfaction by responding to comments and direct messages (DMs) within 24 hours.
- Better understand, identify, and engage potential customers by encouraging sharing of our posts, tweets, and pins.

II. Social Media Networks:

Creating an in-depth plan for your social networks is an important part of your social media marketing plan. These individual network plans guide your actions and help steer you back on track when these profiles become less effective.

Each network plan needs to consist of 4 parts, with one optional part.

- **Mission Statement:** A one-sentence statement to help you focus your attention on a very specific goal you want to accomplish using Facebook, Twitter, or any other social network.
- **Number of posts daily, weekly, or monthly:** How often do you want to be visible on the social network(s) you choose? How many hours are dedicated to this specific network? If you're writing a blog, you might only want to post once or twice a week, whereas on Twitter you want to try to post at least 4 times a day.
- **Objectives:** What steps do you need to take to reach your goals? These are the specific parameters that define how your goals are achieved.
- **Action Items (optional):** What tasks or activities need to take place to further your efforts? Have you found our social media voice? Do you have guidelines for what can and cannot be posted/shared?
- **Key Metrics:** How will you define the success of your social media campaign? What insights or analytics will you look at to determine if you need to revisit your goals or mission?

Below is are examples of different Social Media Network strategies.

Blog 2 posts weekly 3 hours weekly

Mission Statement: We will use our blog to discuss our products, what can be done with them, our favorite stories, recipes, and share our company culture.

Blog Objectives:

- Brand awareness and engagement
- Share recipes and interesting stories from company
- Promote products
- Engage with customers
- Build reputation

Action Items:

- Decide on general writing guidelines

Key Metrics:

- X number of posts
- Subscriber growth
- Engagement and comments
- Search Engine Optimization (SEO) improvement
- Audience growth (unique & returning visitors)
- Social Shares

Facebook 2 posts daily 3 hours weekly

Mission Statement: We will use Facebook to showcase our brand, products, and promote upcoming events.

Facebook Page Objectives:

- Brand awareness and engagement
- Share a mix of relevant links, blog posts, and engaging content
- Promote upcoming events
- Engage with customers
- Build reputation

Action Items:

- Decide on general branding guidelines

Key Metrics:

- X number of posts per day
- Page follows (Followers)
- Likes
- Engagement and comments
- #Hashtag usage
- Referring traffic (Referrals)
- Shares

Twitter 6 posts daily 1.5 hours weekly

Mission Statement: We will use Twitter to showcase our brand, engage with customers, and build our reputation nationally.

Twitter Page Objectives:

- Brand awareness and engagement
- Share a mix of relevant links, blog posts, and engaging content
- Promote upcoming events
- Engage with customers
- Build reputation

Action Items:

- Utilize promoted tweets

Key Metrics:

- X number of posts per day
- Page follows (Followers)
- Mentions
- Retweets
- Favorited tweets
- #Hashtag usage
- Influence of Twitter Followers
- Engagement and comments
- Referring traffic (Referrals)

Pinterest

5 posts weekly

2 hours weekly

Mission Statement: We will use Pinterest to showcase our brand, and products. We will also find new ideas for customers to use our products.

Pinterest Page Objectives:

- Brand awareness and engagement
- Share a mix of relevant links, blog posts, and engaging content

Actions Items:

- Create boards that represent content and company culture
- Post unique and original items 5 times per week. Repin 10 pins weekly.
- Follow other businesses, thought leaders, customers, and partners

Key Metrics:

- Pins/Repins
- Page follows (Followers)
- Purchases from pins
- Referring traffic (Referrals)

Instagram

2 posts daily

1 hours daily

Mission Statement: We will use Instagram to showcase our brand, get a customer's perspective of their time at our business, and recruit new customers.

Instagram Objectives:

- Brand awareness and engagement
- Viral sharing
- Post product pictures, videos, and demos
- Showcase company culture, products, and events
- Link back to website, blog, and other Social Media sites

Actions Items:

- Create social strategy for promotion
- Decide on general guidelines for photos
- Get customers, partners, and influencers involved

Key Metrics:

- Views
- Shares and comments
- Product purchasing and lead generation
- Referring traffic (Referrals)

III. Editorial Calendar:

Your editorial calendar lists the dates and times you intend to post blogs, Facebook posts, Twitter messages (tweets) and other content you plan to use during your social media campaigns. Make sure your calendar reflects the mission statement you've assigned to each social profile. Create the calendar and then schedule your messaging in advance rather than updating constantly throughout the day. This will help save time and give you a chance to really think about what you're putting up on social media. Once it up, there are no take-backs. Remember, it's best to be spontaneous with your engagement and customer service rather than your content. Try to establish guidelines that defines what portion of your profile is allocated to different types of posts. If you're unsure of how to allocate your resources, a safe bet is to follow the Social Media Rule of Thirds:

- ⅓ of your social content promotes your business, converts readers, and generates profit.
- ⅓ of your social content should surface and share ideas and stories from thought leaders in your industry or like-minded businesses.
- ⅓ of your social content should be based on personal interactions and build your personal brand.

This is an example of an editorial calendar. It includes what content will be posted when.

Time	Type	Topic	Post	Link
Day 1 - Monday				
BLOG POST				
8:00 AM	NEW BLOG		Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	
TWITTER				
6:15	Club Info	Daily Class Schedule	Monday is for #MuscleMass. Get your kettlebell swing game on point.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
11:45	Promo	#HolidayHealth	Winter is coming... share a photo of your favourite exercise for a chance to win a 10 class pass! Add #HolidayHealth to enter.	PHOTO
17:45	Blog Snippet - Paleo	Proteins	"By combining incomplete proteins, you can get complete proteins"	PHOTO
18:35	Food Tips		Dinner time! Harvest Salad with Chicken:	PHOTO
20:00	Exercise Tips	Strength Training	Moderation is key with leg extensions + Picture	PHOTO
FACEBOOK				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
11:15	Blog Promo - Paleo	Top 5 Vegan Paleo Dishes You Have To Try (You Too, Carnivores)	Vegan Paleo? It's Possible. Get the recipes here:	ow.ly/sample1
INSTAGRAM				
6:00	Club Info	Daily Class Schedule	Monday is for Muscle Mass.	PHOTO
14:00	Community	Member of the Month	Extra gold stars for @Casey, our member of the month. She hasn't missed a spin class since she joined!	PHOTO
Day 2 - Tuesday				
TWITTER				
6:15	Club Info	Daily Class Schedule	The Tuesday fitness menu	PHOTO
8:15	Food Tips	Coffee	Grassfed butter, coconut oil, coffee, blend. Have you tried bulletproof coffee yet? Thoughts?	PHOTO
11:15	Exercise Tips	Strength Training	Have you visited the squat rack lately? + Picture	PHOTO
16:15	Community	#TransformationTues	"Half the battle is just showing up when you said you will." Dave is a huge inspiration to us all! #TransformationTuesday	PHOTO

Picture courtesy of Hootsuite.com: <http://blog.hootsuite.com/how-to-create-a-social-media-marketing-plan/>

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