

Implementing a Social Media Plan





Introduction

It's so easy to just dive straight in and start using social media without fully understanding what you're doing and how it all works

Circumstances might have changed within your organisation, you may not have the time to administer all of your accounts anymore or the opposite might be the case and you may be in a position to increase your offerings and reach out to a wider audience

During this session we will equip you with the tools required to formulate a plan for determining which social media platforms will work for your organisation and how to get the most out of them



Create social media objectives and goals

- **Identify your audience**

Members, LGBT+ groups and the general public

- **Decide on your objectives**

Promote our Member's work, promote ourselves as an organisation, our work, Membership benefits and our voice work

- **Decide what your goals are**

Greater understanding of our organisation, engagement work and projects, increased followers and likes and increased Membership

- **Remember to take a snapshot of where you stand before you implement any changes!**



Conduct a social media audit

- Carry out an audit of the platforms you currently use and accounts you may have forgotten about or use very rarely

Social Network	URL to Profile	Owner/Users	Action
Facebook	https://www.facebook.com/LGBTConsortium/	Paul, Vicky & Philip	
Flickr	https://www.flickr.com/photos/lgbtconsortium/	Info	Ask Paul's permission to close down
Instagram	https://www.instagram.com/lgbtconsortium/	Admin & Philip	
LinkedIn	https://www.linkedin.com/company/1358827/admin/updates/	Paul & Vicky	Contact Paul for admin access to develop account
Twitter (Consortium)	https://twitter.com/LGBTConsortium	Paul, Vicky & Philip	
Twitter (LGBT Volunteering)	https://twitter.com/LGBTVolunteer	Info	Look to move followers to main account and close down
YouTube	https://www.youtube.com/user/thelgbtconsortium	Admin	

- Don't be afraid to cull an account if it isn't widely followed and/or is too time consuming to maintain with little or no benefit
- If you do decide to cull an account, come up with a plan to encourage any followers to move to one of your other accounts
- Don't feel you have to use a specific social media platform just because everyone else is. Decide whether it's right for you

- **Create brief mission statements for each network**

e.g. Twitter

We will use Twitter to engage with our Members and project partners, in order to promote their work and advertise their opportunities to ensure their voices are heard.

Instagram

We will use Instagram to promote our brand/culture through engagement with our Members, in order to put a 'public face' on our organisation and increase understanding of who we are and what we do.

- **Think about your organisation's voice, tone & style**

e.g. Friendly, informal tone. Informative posts that are brief and to the point. Style in line with our branding with use of our logo, fonts and colour schemes where possible.



Create or improve your social media accounts

- [How to Create a Facebook Business Page in 8 Easy Steps](#)

If your organisation has a personal Facebook profile rather than a page, then use the Facebook tool to convert your account.

- [How to Write the Best Instagram Bio: Ideas, Tips, and Examples](#)

- [How to Write a Good Twitter Bio: Tips, Ideas, and Examples](#)

- **Gather social media marketing inspiration** by looking at similar organisations to yours and/or accounts that you feel share your organisation's voice, tone & style

- **We also have great guides for Twitter and Facebook that we can share with you to help you get the most out of these platforms**



Create a content marketing plan

- **What types of content do you intend to post and promote on social media?**
- **Who is your target audience for each type of content?**
- **How often will you post content?**

Don't post just for the sake of it if there's nothing really to say. Also don't bombard your followers with content as you might lose them.

- **Who will create the content?**

Do you have just one person who is responsible for creating content or different people who specialise in each type of content?

- **How will you promote the content?**

Will you post "live" e.g. as and when you need to, or schedule posts for specific days/times? Or a combination of both?



Social media content calendar

Create a social media content calendar and encourage team members to feed into it on a regular basis

Network	Time	Content Type	Topic	Copy	Link	Image	Content Added By?	Posted/ Scheduled
Monday, 13 January 2020								
Facebook	10:00							
	12:00							
	15:00	Member Promotion	Jobs	<p>The opportunities page on our new website is full of even more great roles from our Members!</p> <p>Click on the link below to find out more and get details of how to apply.</p> <p>Members can now add their own opportunities through the Members Dashboard.</p> <p>#LGBT • #Jobs</p>	https://www.consortium.lgbt/jobs/	OPP2	PM	PM
Instagram	10:00							
	12:00	Consortium Promotion	New Website	<p>We are very excited to officially launch our new website today!</p> <p>Please check it out and let us know what you think: https://www.consortium.lgbt</p> <p>Our Members will have received details of how to login and access all of the fab new features.</p>	https://www.consortium.lgbt	Website Promo	PM	PM
	15:00							
Twitter	10:00	Consortium Promotion	Event	<p>Consortium and its Trans Organisations Network are excited to announce a day long Conference in February 2020 for people running #trans groups to get practical support and strategic information.</p> <p>Find more details and book here: https://www.consortium.lgbt/trans-organisations-conference/</p> <p>#ThirdSector #Volunteers</p>	https://www.consortium.lgbt/trans-organisations-conference/	EVENTS1	SK	PM
	12:00							
	15:00							



Test, evaluate, and adjust your social media plan

- Track the number of clicks your links get on a particular platform using [URL shorteners](#) and [UTM parameters](#)

UTM parameters are pre-defined text codes added to a website address (URL) to track important data about website visitors and traffic sources

- Use [Hootsuite's](#) social media analytics to track the success and reach of social media campaigns

Hootsuite is a great tool that allows you to manage all your social media platforms in one dashboard and offers a great range of extra features, such as; scheduling posts and analytical tools

- Track page visits driven by social media with [Google Analytics](#)