



CREATING A SOCIAL MEDIA STRATEGY

How to create a social media strategy for an advocacy campaign (in easy steps). Social media strategy helps individuals and organization plan, organize and maximize the different social media platforms to achieve a specific result.

There are a few things to keep in mind when creating a social media strategy for your advocacy campaign. These are:

OBJECTIVE

What do you intend to achieve with your campaign?

- a. Awareness and education?
- b. Community and movement building?
- c. Mobilization for a specific action?
- d. Demanding for accountability?

TARGET AUDIENCE

Who are the target audience of your social media campaign? By defining and getting to know your target audience, it is easy to define the suitable platforms and the type of content that will be most effective.

COMMUNICATION NEEDS

What Communication needs exist that you are trying to fill?

KEY MESSAGES

Develop key messages and editorial for the campaign

- Develop an editorial calendar and plan the content you will develop in advance
- Develop weekly themes
- Develop your key ask
- Create key milestones in your plan.

CONTENT DEVELOPMENT

Content is king! For social media, it is critical to develop content that is engaging, that people want to share, comment and react to. Social media is all about two-way communication.

Based on your weekly themes, start thinking through what content you can develop that speaks to your key messages. An info graphic? A twitter q/a with a key influence in your country? A photo feature that highlights the reality and needs of young people who inject drugs in your comment? A petition? A blog post? Etc.

The weekly schedule changes every week but still aligns with the monthly focus and targets.

Read more <http://nonprofit.about.com/od/nonprofitpromotion/fl/Content-Marketing-for-Nonprofits-A-Review.htm>

RESOURCES AND CAPACITY

How much time will you commit to your campaign per day? What resources will you need as time goes on? At least an hour a day should be committed to content creation and maintenance. Also seek out new platforms to gain fresh knowledge on new social media tactics in order to expand your resources and build your capacity.

SOCIAL MEDIA TOOLS

Decide on what social media tools you will use for your campaign. Make sure it matches your campaign goals and reaches your target audience. For example, will you use Facebook, Twitter, YouTube, Instagram and Blog simultaneously or choose one in place of the order? If there is need to integrate other platforms, then it must be stated. So far, most social media channels have a wide reach to a diverse audience.

Also use social media tools to get organized as a team, and an online centralized place for passwords, files, the editorial calendar etc—so people who need access to that info know where to find it.

KEY PARTNERS

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DEFINING SUCCESS

The success of the strategy and social media engagement is defined by your set metrics.

Key performance indicators: This measures your reach and the quality of your content. Keeping a close eye on your metrics can help you improve your strategy during implementation.

- Increased followers on Twitter and fans on Facebook
- Numbers of “Likes” on Facebook, Retweets/Mentions/Favourites on Twitter
- Number of shares and comments on Blog-post
- Response to call for actions
- Increased event participation
- New activists sign ups

Impact indicator: This will be developed to correspond to your strategy objective

If your social media strategy objective is to influence your ministry of foreign affairs to include reference to sexual and reproductive health and rights in the post-2015 position a success indicator could be:

- Ministry of foreign affairs publicly responds to our social media campaign ‘asks’

EVALUATION

Write a monthly evaluation plan to improve your social media strategy where necessary. For example, what content got the most likes and shares, and why? What did not work? What suggestions are fans and followers sending to you? Where applicable, reports should be shared with the core team.

DEVELOP A CRISIS COMMUNICATIONS PLAN

Sometimes things blow up on social media, so it's important to plan in advance who should the social media person go to for topics x y z, who is the person that needs to be consulted, are there some steps they need to take and if there are any ground rules on when to delete, when to engage, etc.