Social Media Strategy
Template

Last Updated:

1. Introduction
2. Corporate and Communications Objectives
3. Social Media Audit
4. Social Media Objectives
5. Target Audiences
6. Strategies and Tactics
7. Content Plan
8. Resource Requirements and Budget
9. Evaluation and Control
10. Action Plan

Appendix A: Staff Use of Social Media Policy Template

1. Introduction

- Why do you require a social media strategy?
- What is the purpose of this document?
2. Corporate and Communications Objectives

| - What are the corporate objectives that will be either fully or partially achieved through this strategy? |
| - What are the objectives contained in your overall communications strategy that will be either fully or partially achieved through this strategy? |
### 3. Social Media Audit

(a) Current Social Media Presence

- What social media profiles do you currently have?
- Do they consistently represent your brand?
- How often do you post from these profiles?
- How many followers do you have?

<table>
<thead>
<tr>
<th>Site</th>
<th>Username</th>
<th>URL</th>
<th>Consistency</th>
<th>Frequency</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>E.g. Twitter</td>
<td>E.g. @Username</td>
<td>E.g. twitter.com/username</td>
<td>E.g. Yes</td>
<td>E.g. Twice daily</td>
<td>E.g. 5,000</td>
</tr>
</tbody>
</table>
(b) SWOT Analysis

- **Strengths**
  - What are the strengths of your social media activity?

- **Weaknesses**
  - What are the weaknesses of your social media activity?

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What are the potential opportunities to improve your social media activity?</td>
<td>- What are the potential threats to the success of your social media activity?</td>
</tr>
</tbody>
</table>
## Competitor Analysis

- Who are your main competitors?
- What do they do better than you? What do you do better than them?

### Competitor 1

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What are the strengths of their social media activity?</td>
<td>- What are the weaknesses of their social media activity?</td>
</tr>
</tbody>
</table>

### Competitor 2

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What are the strengths of their social media activity?</td>
<td>- What are the weaknesses of their social media activity?</td>
</tr>
</tbody>
</table>

### Competitor 3

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What are the strengths of their social media activity?</td>
<td>- What are the weaknesses of their social media activity?</td>
</tr>
</tbody>
</table>
(d) Key Issues

- What are the most significant issues that have arisen from the above analysis?
- What are your priorities as a result of this analysis? E.g. what are the key strengths you intend to build on? What are the biggest threats that you need to mitigate etc?
4. Social Media Objectives

- Based on the analysis to this point, what are your social media objectives?
- These objectives should closely reflect the key issues and priorities you have identified in the previous section.
- They should also reflect the corporate and communications objectives identified earlier.
- It is recommended that each objective is made as SMART (specific, measurable, achievable, relevant and time-bound) as possible.
5. Target Audiences

- Who are the target audiences for your strategy?
- Which social media platforms will be most popular amongst those audiences?

<table>
<thead>
<tr>
<th>Audience</th>
<th>Social Media Platforms</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Who are the target audiences?</td>
<td>- Which social media platforms will be most popular amongst these audiences?</td>
</tr>
<tr>
<td>E.g. GPs and practice staff</td>
<td>• LinkedIn</td>
</tr>
</tbody>
</table>
6. Strategies and Tactics

- What strategies are you going to employ to achieve your objectives?
- What tactics are you going to employ to deliver your strategies?

<table>
<thead>
<tr>
<th>Objective</th>
<th>Strategies</th>
<th>Tactics</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What is your objective?</td>
<td>- What strategies are you going to employ to achieve your objective?</td>
<td>- What tactics are you going to employ to deliver your strategies?</td>
</tr>
<tr>
<td>E.g. Increase awareness of recent service improvements</td>
<td>• Increase the size of your social media audience to increase the reach of your posts</td>
<td>• Proactively engage with more people via different channels</td>
</tr>
<tr>
<td></td>
<td>• Use additional social media channels to expand the demographic reach</td>
<td>• Create an Instagram profile</td>
</tr>
<tr>
<td></td>
<td>• Produce superior content to increase engagement</td>
<td>• Use infogram and canva to produce more ‘shareable’ content</td>
</tr>
</tbody>
</table>
7. Content Plan

- What content is required to deliver the above strategies?
- What social media tools will you use and to why?

<table>
<thead>
<tr>
<th>Social Media Tool</th>
<th>Audience</th>
<th>Content</th>
<th>Frequency</th>
<th>Aim</th>
</tr>
</thead>
<tbody>
<tr>
<td>- What social media tools will you use?</td>
<td>- Who will you target with these tools?</td>
<td>- What content will you share via these tools?</td>
<td>- How often will you share content via these tools?</td>
<td>- What are the main aims for these tools and content?</td>
</tr>
</tbody>
</table>
| E.g. LinkedIn     | • GPs and practice managers
• Current staff
• Potential staff | • Case studies about service improvement
• Job profiles
• Performance infographics
• White papers and research reports | • Minimum once per day | • Drive traffic to recruitment section of website
• Demonstrate expertise
• Build relationships with key GPs and practice managers |
8. Resource Requirements and Budget

(a) Staff Requirements

- What staff requirements are required to deliver this strategy?

(b) Budget Requirements

- What budget is required to deliver this strategy?
9. Evaluation and Control

(a) Evaluation

- How will you evaluate the success of this strategy?
- What tools will you use to track performance?

<table>
<thead>
<tr>
<th>Objective</th>
<th>Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Objective 1</td>
<td>- How do you intend to evaluate it?</td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

(b) Control

- Who owns this social media strategy?
- How will delivery be reported?
- When will it be reviewed?
10. Action Plan

- What specific actions are required to deliver this strategy?
- When will they be completed?

<table>
<thead>
<tr>
<th>Action</th>
<th>Completion Date</th>
<th>Month</th>
</tr>
</thead>
<tbody>
<tr>
<td>E.g. Set up Instagram profile</td>
<td>E.g. Nov 15</td>
<td>✓</td>
</tr>
</tbody>
</table>

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Appendix A: Staff Use of Social Media Policy Template

1. Introduction
   • How does this policy fit into the organisational context?

2. Purpose
   • What are the objectives of this policy?

3. Roles and Responsibilities
   • Who is responsible for administering this policy?
   • Who is responsible for complying with this policy?

4. Definitions
   What social media terminology requires clarification?

5. PERSONAL Use of Social Media
   • What is the policy regarding staff identifying their place of work on their personal profiles?
   • What is the policy regarding the conduct of staff on their personal profiles, regardless of whether they officially identify their place of work?
   • What is the policy regarding staff using social media sites whilst at work?
   • What is the policy regarding staff sharing work-related content via social media?
   • What is the policy regarding staff bullying or harassing colleagues or service users via social media?
   • What is the policy regarding staff representing the Trust via social media?
   • What is the policy regarding staff whistleblowing via social media?
   • Is there any other general guidance for staff?

6. PROFESSIONAL Use of Social Media
   • Who is authorised to represent the Trust?
   • What is the process for gaining authorisation to represent the Trust, as either an individual, team, department or some other basis?
   • What is the policy regarding the conduct of staff on official Trust profiles?
   • What is the policy regarding staff sharing work-related content via official Trust profiles?
   • Is there any other general guidance for staff who use official Trust profiles?
7. Dissemination and Implementation
   • How will this policy be shared and promoted?

8. Monitoring Compliance
   • How will the owner monitor compliance?

9. Document Control
   • How often will this document be reviewed?