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**Social media strategy worksheet**

Date updated:

**Please fill out the following sections and submit the completed form to the Marketing and Communications social media team at** **social@email.arizona.edu****.** **This worksheet should be updated anytime there are staff changes, and at the beginning of each fiscal year.**

**Area:** What college, department or service unit will this/these social media account(s) represent?

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**Social Media Managers**: Social media managers are designated full-time employees responsible for monitoring official UA social media platforms; creating content; maintaining compliance with laws, regulations and policies; and overseeing others who help with day-to-day social media management.

List name(s), title and email address(es) of the designated social media managers.

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**Social Media Moderators:** Social media moderators are additional student interns, graduate assistants or full-time employees or staff who assist social media managers in the day-to-day oversight of social media management.

List name(s), title and email addresses of the designated social media moderators.

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**Goals:** List two-three goals you will accomplish utilizing social media. Things to consider:

* How does the proposed social media presence tie into your overall communications strategy within your department, college or service unit?
* How does this social media presence align with the goals of your college, department or service unit?
* How does this social media presence differ from the website, marketing and other social media efforts within your department, college or service unit and the University of Arizona as a whole.

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**Channels:** Identify the channel(s) that your college, department or service unit wants to implement.

The following options are supported: Facebook, Facebook Groups, Twitter, Instagram, LinkedIn and LinkedIn Groups.

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**Audience:** Rank the following audiences in order, with one being the primary audience you are targeting on social media. For the primary audience, explain how these platforms will effectively reach them. Provide evidence and/or examples of institutions effectively reaching this audience through these channels.

* Prospective students
* Current students
* Alumni
* Faculty and staff
* Parents of prospective students
* Parents of current students
* Community members
* Other:

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**Content:** Rank the following topics in order, with one being the primary content topic you will post.Share how this information is beneficial to the target audience identified above.

* News
* User generated content
* Campus beauty shots
* Event promotion
* Event coverage
* General updates and information
* Other

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**Measuring Success:** How will you measure success on social media after six months? After one year?

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