Social Media Strategy

Department Information

DEPARTMENT NAME *"Organizational" Social Media:* Facebook: facebook.com/UserNameGoesHere Twitter: twitter.com/ UserNameGoesHere YouTube: youtube.com/ UserNameGoesHere Etc.	**Social Media Manager:** Name, ext. XXXX Back-up Coordinator: Name, ext. XXXX Launch date: Month, XX, 20XX

Summary

Give a quick overview of the social media strategy below. Explain what it is, what purpose it serves, what social media sites you'll be using and who within your department will need to use this strategy for what time period.

Goals

What is your department trying to accomplish with this social media strategy? List 1-4 goals here. For example:

1. Increase citizen engagement with department.
2. Improve department's overall responsiveness to citizens' needs and questions.
3. Increase awareness of department's programs, services and their benefits.

Objectives/Measurement

What are some measureable objectives you can track that can help show if your department is reaching the goals you listed above? For example:

1. Improve the department's customer satisfaction rating from 75% "good" or "excellent" to 90% "good" or "excellent" by December 31, 2015.
2. Maintain a response time of a minimum 12 hours to all questions and comments on social media pages.
3. Increase Facebook Page Likes by 3% each month. **(Total page likes at this point are 135.)**
4. Increase Twitter mentions from an average of 2.5 per month to an average of 10 per month.
5. Increase YouTube average monthly video views from 100 to 250.

Tactics

This is the fun part. This is where you'll come up with ways to reach your goals and objectives. You can include fun campaign ideas, management tactics, etc. in this section. Here are some examples of tactics you could include:

1. **Provide great customer service.** It's equally important to post engaging stories as it is to respond to citizens' mentions, questions or comments, if necessary, within 24-hours. Studies show that people expect a response on social media within 30 minutes. Because that isn't quite possible,

2. **Plan it out.** To ensure greater efficiency, plan out your content each month by creating a monthly content calendar (see Content Strategy and Posting Frequency below for details.). All content calendars will be approved by department head or supervisor prior to posting. Dedicate 15-30 minutes a day to social media management, monitoring, content development, coordination, etc.

   Note: Not all content can be planned. In the event that content isn't planned, but must still be posted, it can be shared without approval from department head if it demonstrates the Department's and/or County's mission, values or communitywide results.

3. **Pay to play.** Invest in Facebook ads to increase Facebook Page Likes. Facebook posts only reach about 6% of a page's total fans. So it's important to increase your overall page likes in order to reach more people. Dedicate $50 per month of targeted Page Like ads and $30 per month for Boosted Posts may suffice.

Content Strategy

Detail how your department should be represented on social media. What type personality and voice should your content managers use when posting as the department? (You want to spell this out so that the department's voice is consistent from person to person who is managing the pages.) What kind of information is appropriate to share on your page(s)? Which hashtags should your content managers use regularly?

Always follow the 70/20/10 rule to ensure that first and foremost the content is engaging and useful. Of the content you share:

- **70% should be engaging** (relevant, timely, funny, relatable, shareable, clickable, likable)
- **20% useful or helpful** (tips, quizzes, educational stories, breaking news, upcoming events)
- **10% promotional** (specific campaigns to increase awareness of a particular issue, program or service)

Sample Content Calendar

Include a sample or template for your content here to outline what's expected. Below is an example:

Day of the Week	Theme	Examples of Content to Share
Sunday	Sunday Funday	- When appropriate, share fun photos, videos, news articles, blog posts, etc. from around the County that can relate back to your department.
Monday	Important Dept. News Day	- Share important news or updates from your department on this day – anything that your audience will want or need to know.
Tuesday	Featured Program / Service / Employee Day	- Highlight one of your department's key programs services or employees that people may not know about, with a photo and/or link to more detailed info. - Fill in the blank posts to see how well people know your department and what it does.
Wednesday	Sharing Wednesday	- Curate relevant content, perhaps from another County department or partner agency, citing the original source.
Thursday	Throwback Thursday	- Share a historical photo from your department (if appropriate).
Friday	Photo/Video Friday	- Share a user-generated or staff-generated photo or video
Saturday	Caption This	- Upload a photo and invite users to write a caption for it.

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Posting Frequency

List out how often you'll post to each designated social network. For example:

Tools	Pros/Cons	Posting Frequency/Timing
Facebook	Interactive, good for collaboration, education, and community building/Sometimes more negative or off topic comments.	1x per day M-F. Pre-schedule weekend or holiday messages. Refer to Facebook Insights timing
Twitter	Interactive, good for education, community building, and monitoring reputation. Messaging is short, fast, conversational/Often not much depth. 140 character limit.	3x per day Sun-Sat. Pre-schedule weekend or holiday messages.
LinkedIn	This is the world's most popular Share employee-related information to get employees more engaged on the LinkedIn Company Page.	2-3 updates per week, M-F. Be sure to coordinate with HR monthly for content.
YouTube	Interactive, good for education and community building. Can be integrated into a variety of other Social Media platforms.	Minimum of 1 new video per month. While there is no specific time requirement, share videos across all other social channels when uploaded, and they shouldn't be longer than 2 minutes, if possible.

Management Guidelines

SAMPLE FROM ADMINISTRATIVE OFFICE SOCIAL MEDIA STRATEGY:

Negative Comments or Complaints	Negative comments should be responded to on a case-by-case basis. DO NOT DELETE. Deleting negative comments just because they're negative can be considered a violation of the first amendment. Follow these steps to deal with negative comments: 1. Follow Citizen Complaints Procedure for any negative comments that are complaints against any particular department. 2. Not all negative comments require a response. Some comments should just be ignored (don't feed the trolls). If comments are simply someone venting about something, just leave it alone. Do not argue, do not debate, and do not try to change their point of view. 3. If you must respond, respond within 24 hours, stay calm and be as helpful as you can. Remember that the County must provide great customer service to any citizens who are providing any kind of feedback. 4. If the comment violates the County's comment policy, refer to "Records Management".
Sharing Content from Other Organizations	Posts from outside County organizations will only be shared on the County's pages if they are in alignment with the County's overall Communications Strategy. The County Social Media sites do not advertise or endorse for businesses or products, including County vendors.
Responding	• Questions and inquiries posted on pages must be responded to within 24 hours. • Questions related to the business of a particular County Department will be forwarded to designated department for response.

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	• All responses should be in a conversational tone and professional. Responses should be short, simple, and always use proper grammar. State facts, not opinions. • Seek counsel and direction from Dept. Head, if unsure how to respond to the comment.
Monitoring	County Social Media sites will be monitored using the HootSuite Social Media dashboard. Social Media posts should be monitored 2x daily and messages responded to within 1 business day (See Responding). Keywords will be monitored using Google Alerts and Social Mentions and posts/strategies will be updated accordingly in response to trends or mentions. Monitors should look for the overall sentiment, tone, and reputation issues.
Permissions	• Primary Social Media Manager: *Name* • Backup coordinator: *Name* • Emergency content: *List names and department there* • Content approver: *Department head or supervisor (For pre-planned messages)* In the absence of the Primary coordinator, the back-up coordinator will resume responsibilities for monitoring, posting, and responding to messages.
Records Management	Electronic information posted to a social media site, either by San Luis Obispo County or a member of the public, may be considered a record subject to California's Public Record Act. If any post removal is in questions, contact County Counsel. • If a post violates the County's disclaimer, the SMC will take a screenshot of the post before the post is deleted. Repeat offenders (up to 3 offenses) will be blocked. • Posts removed and a list of persons blocked must be documented on the SM Violation Tracking Sheet. • The date and reason for removal must be documented. • County Counsel should be notified of any persons who are blocked. Screen shot(s) of removed content and the date of removal should be emailed to County Counsel. • County Security Coordinator (John Schwind) should be made aware of any threats or hate speech removed from Social Media sites.
Security	**Admins:** All Social Media coordinators shall read and comply with the County's Social Media Policy, as well as all approved social networks' Terms and Conditions, Policies and Guidelines, and will obtain department approval for use **Logins:** Coordinators should use the documented logins on the Social Media Approval Forms. **Facebook Privacy Settings:** The attachment of external links or photographs from the public is not allowed on pages. Photo contests may be conducted through the use of WOOBOX, an approved third party application which allows for monitoring of images before official posting to the County's Facebook page. **Disclaimers:** Links to County Counsel approved disclaimer statement should be linked to all Social Media pages. **Other:** Promptly report to IT-SUPPORT and Facebook Security any suspicious or malicious activity such as code entered as an outside post. A screen shot should be taken of any suspicious activity before removing from the page.

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