

## Social Media Planning Tools

Arboreta Group's social media tools will make it easier for your organization to develop a social media team within your organization and plan your next social media move. The social media tools consist of the *Social Media Discovery Phase Questions* and the *Social Media Calendar*.

The *Social Media Discovery Phase Questions* will help your organization to have a better understanding of what social media capacity you can handle. The *Social Media Calendar* will help you plan out the content you want to post on your social media platform(s).

### Social Media: Discovery Phase Questions

**Instructions:** Answer the questions. This can be done as a group activity or the head of the department or Executive Director can fill out the questions and then consult with their team.

#### **About Your Organization:**

The answers to the following questions will help you to determine what content you want to publish on your social media platform(s) and what audience you want to target.

1. What services does your organization offer? Please give a brief description of each of the services

2. Who is your target audience? What are their characteristics, needs, and/or interests?

3. List 3 elements that are unique about your organization?

1)

2)

3)

4. What separates your organization from the competition?

**About Your Team:**

The answers to the following questions will help you to get to know your team.

1. Describe your team:

Name	Role	Years of Experience	Strengths

2. How do you work as a team?

a. Independently, remotely, all in one office, and/or other situations?

b. Does cross training of team members take place or does everyone stick to their own specialty?

3. How long have you all been working together?

4. How long have you all known each other?

**Social Media Experience:**

The answers to the following questions will help you to develop your social media team. Who will post content, approve content, and ensure your team is being consistent on your social media platform(s).

1. Is your organization currently using social media? If so, which platforms (Twitter, Facebook, etc.) and what benefits has it brought to your organization?

2. What are you hoping to achieve with social media? What are your goals and hopes for outcomes for increasing your organizations' social engagement?

3. Does anyone on your team have experience in working with social media or marketing campaigns? If so,
- a. Which social media platforms are they familiar with and how have/do they use them?
  
  
  
  
  
  
  
  
  
  
  - b. How much time do they have to maintain a social media presence either weekly or monthly?
  
  
  
  
  
  
  
  
  
  
  - c. Do they have the tools to maintain a social media presence (computer, internet, permission to access social media platforms, time available in work schedule, camera, etc.)?

4. Who on your team will: (Fill in the blank)

- a. Create content \_\_\_\_\_
- b. Approve content \_\_\_\_\_
- c. Post content \_\_\_\_\_

**Budget (Optional):**

If you are looking to hire someone the answers to the following questions will help you determine the type of social media expense you prefer.

1. What is your budget for social media? Would you prefer:
- A one-time set up and training expense?
  - A one-time expense with on-going support and management?
  - A monthly or hourly cost to set and maintain your social media presence?
  - Other \_\_\_\_\_

## Social Media Calendar

A social media calendar is a detailed spreadsheet of everything you want to post during a given month. It helps you keep track of what you plan to post on any given day so that you are not scrambling for social media content. A social media calendar allows you to visualize beforehand how your content will be distributed during the month. It should be organized by social media platforms and easy to read. You can easily create a social media calendar with Microsoft Excel, Google Sheets, or Numbers. Below are snippets of an example of a social media calendar. To download a social media calendar template and for more information on the social media calendar you can read this blog: <http://arboretgroup.com/three-step-social-media-calendar/>.

Facebook Posts			
DATE	POST	LINK	IMAGE
5/1/2016	Is your organization applying for grants? Do you need help with an LOI? Check out this short animated video on how to write a successful LOI	<a href="https://www.youtube.com/watch?v=89_rRCONwc8&amp;feature=em-sub_digest">https://www.youtube.com/watch?v=89_rRCONwc8&amp;feature=em-sub_digest</a>	Upload an image (size: 1200 x 900 pixels), or paste a web link to your image.
5/2/2016			
5/3/2016			
5/4/2016			
5/5/2016			
5/6/2016			
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5/8/2016			
5/9/2016			
5/10/2016			
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5/12/2016			
5/13/2016			
5/14/2016			
5/15/2016			
5/16/2016			
5/17/2016			
5/18/2016			
5/19/2016			

Twitter Posts				
DATE	MESSAGE	LINK	CHARACTER COUNT	IMAGE
5/1/2016	4 helpful tips to having an informed message and delivering it in an effective way.	<a href="http://arboretgroup.com/rabbit/">http://arboretgroup.com/rabbit/</a>	83	Upload an image (size: 876 x 438 pixels), or paste a web link to your image.
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5/6/2016			0	
			0	

## LinkedIn Posts

DATE	POST	LINK	IMAGE
5/1/2016	We combine our expertise and support with your strengths to meet your needs and help you thrive. Visit our website today to learn more about our services and how we can help you.	<a href="http://arboretagroup.com/services/">http://arboretagroup.com/services/</a>	Upload an image (size: 700 x 520 pixels), or paste a web link to your image.
5/2/2016			
5/3/2016			
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