

5 Essential Documents for a Strategic Social Media Program

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Benefits of Guideline & Policy Documents

1. Provide consistent presence and service level from accounts
2. Align with other communication policies that apply to social
3. Ease staffing transitions
4. Protect your campus from reputational harm

Strategic Overview

The written version of your elevator speech.
Shouldn't be more than 2-3 pages.

Your Strategic Overview Describes:

- Goals of your social media program
- Target audiences
- Platforms used to reach target audiences
- What success looks like, and how you'll measure it



Strategic Overview Tips

1. Make sure your goals align with campus outcomes, not just social media metrics
2. The general public is not a target audience
3. Regularly consult research* to monitor platform demographics
4. Build a cohesive measurement plan that considers all channels and actions social media may influence.

*here you go: <http://blog.campussonar.com/blog/2020-social-media-demographics-for-higher-ed>

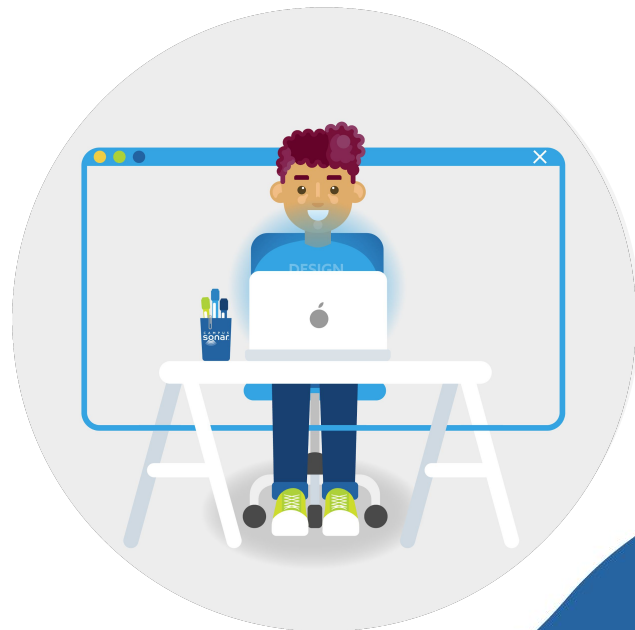
Administrative Tasks

Infrequent things that are important to remember.

Includes laws, regulations, and security.

Administrative Tasks Include:

- Archive and reporting
- Reporting imposters or trademark infringement
- Password management and security
- Compliance with terms of service



Administrative Tasks Tips

1. If at all possible, make friends with folks in Legal Affairs.
2. Find out if you have any special compliance or audit requirements.
3. Use a password manager. Seriously.

Content Planning & Publishing

Ensures your social accounts have consistent, on-brand, and accessible content with the appropriate approvals.

Your Content Planning Plan Includes:

- Rules for content curation
- Content creation procedures and best practices, including accessibility
- Content framework
- Editorial procedures, including calendars and approvals
- Publishing procedures, including scheduling



What's A Content Framework, You Say?

	Examples	% of Content
Campus Life & Beauty	Current and historical photographs of UAFS campus, student activities and university events, extracurricular accolades , community visits to campus, campus outreach to community.	40%
Student, Faculty, and Staff Success	Academic and professional accomplishments, student internship and career placements, study abroad experiences, alumni achievements.	20%
Informational Posts	Deadlines (e.g., FAFSA, financial aid, applications, enrollment, registration).	20%
University Accolades & Fundraising	State or national designations, grants, gifts, appeals.	10%
Active Engagement	Responding to messages, liking, comment, inviting viewers to follow the account, user-generated stories.	10%

Example courtesy of University of Arkansas - Fort Smith

Rules of Engagement and Listening

Sets parameters for what you'll monitor and proactively listen for, and how you'll respond to inbound messages.

Your Rules of Engagement Establish:

- Where, why, and how you're searching for or monitoring mentions
- What types of messages you'll respond to
- How to respond to messages
- When to moderate content or users



Rules of Engagement Tips

1. Use consumer research to back up your expectations for response time
2. Provide guidance to discern between sincere and insincere questions (How many RTs for a scholarship?), trolls, and when acknowledgement is enough.
3. Provide guidance to engage on tough issues
4. Be aware of the legal implications* of content moderation, especially for public institutions.

*resource: <https://www.thefire.org/research/publications/miscellaneous-publications/social-media-use-and-the-first-amendment/>

Crisis Communication Plan

Identify what constitutes a crisis and document key aspects of crisis communication.

In A Crisis, You Need Reminders For:

- Responding to individual students in crisis
- Who determines a crisis response is activated
- How to handle non-crisis social media content during a crisis
- Who provides crisis content to account managers
- What content or response needs approval and guidance, from whom
- How social media activity should be reported
- Managing increased staffing needs



Get Started: Social Media Strategy Workbook

Answer these questions and you'll have drafts of each
recommended policy

Strategic Overview

1. Write down 1-3 goals for your social media program.
2. What platforms will you use? Why did you choose them? Who are you trying to reach on each platform? How will you use each one? How does your choice of audience and platform fit within your goals?
3. How will you allocate resources to support the strategy?
4. What does success look like?
5. What key performance indicators are associated with each of your stated goals? How do you gather those metrics? How often do you gather them? What do you report, to whom, and how often?

Administrative Tasks

1. Do you archive your social media content calendars? Why or why not?
How is it done? How can it be accessed for future reference?
2. What logos do you have trademarked? What are the legal references to your protected trademarks?
3. How do you report trademark infringement online, via both the social media platform and internally?
4. What are your requirements for password complexity? How often do you change your passwords? Do you require two-factor authentication for any of your social media accounts? How do you store shared passwords?

Content Planning and Publishing

1. We will share content that _____ and we won't share content that _____
2. Who creates content? How do we purposefully repurpose content?
What should our content framework look like?
3. How do we build a content calendar? How far in advance do we plan our content? Does our content need to be reviewed or approved? How often? By whom?
4. Who publishes content? What tools do they use? Will we schedule content? If yes, how far in advance?
5. What are you doing now to create accessible content? What could you do better? How can you take steps to include it in your process?

Rules of Engagement and Listening

1. What principles guide your engagement activities on social media?
2. Do you use any content moderation or filtering tools?
3. How do you engage when your community wants to discuss tough issues?
4. If you're listening, what types of mentions or conversations do you want to listen for in social media? Are you using a manual approach or conducting social listening research?

Crisis Communication

1. How does your campus crisis communications team work with the social media manager?
2. Who is available to help the social media manager in a crisis?
3. Do you have a documented crisis communication plan for social media?

I Wrote A Book About This. It's Free.

- Detailed descriptions and examples of everything I covered today
- Additional question prompts to help you develop and document your strategy
- Guest-authored chapters from Erika Boltz, Allison Turcio, and Erin Supinka and Krista Boniface
- Example budgets for your program
- And more. Get the first half (Volume 1) today, and I'll email you Volume 2 before the end of the year.

info.campussonar.com/social-strategy-book

Questions?



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