Social Media Content Plan

**Goals**

1.

2.

3.

**SUCCESS MEASURES**

To determine whether the content is helping to achieve the platform’s purpose, we’ll gather and evaluate the following data:

* .
* .
* .

**AUDIENCES**

Primary audience:

|  |  |
| --- | --- |
| Personal characteristics |  |
| Computer expertise |  |
| Top audience objectives | 1.  2.  3. |
| Top obstacles to site use | 1.  2. |

Secondary audience:

|  |  |
| --- | --- |
| Personal characteristics |  |
| Computer expertise |  |
| Top audience objectives | 1.  2.  3. |
| Top obstacles to site use | 1.  2. |

**SITE STYLE**

The style can be conveyed by two or three adjectives that describe your online personality. Refer to other people or organizations as examples of the style you want your site to have.

**CONTENT INVENTORY**

List the different kinds of content you plan to include on social media sites. For each item, specify who the content will be designed for (primary audience 1, primary audience 2, or both), how important it is to include the content (high, medium, low), and how often you’ll add the new content (e.g. weekly, monthly, or as needed), and what it consists of.

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| --- | --- | --- | --- | --- |
| Content | Audience | Priority | Update frequency | Description |
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**CONTENT CATEGORIES**

Put the items from the content inventory into groups that make sense to the site’s audience.

|  |  |  |
| --- | --- | --- |
| Category 1: | Category 2: | Category 3: |
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| --- | --- | --- |
| Category 4: | Category 5: | Category 6: |
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**EVENTS**

Look at a year calendar of events for your museum and create a list of possible events that you could integrate into a social media component and use to invite an extended audience.

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| --- | --- | --- | --- | --- |
| Event title | Date | Audience | Platform | Description |
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**KEY TWITTER HASHTAG SEARCH WORDS**

Key terms:

1.

2.

3.

4.

5.

Listening Program:

|  |  |
| --- | --- |
| What to follow | Specific to you or your organization |
|  |  |
|  |  |
|  |  |

Which Platforms for what goals:

|  |  |  |
| --- | --- | --- |
| Platform | Purpose and Strategy | Priority |
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