
Social Media Marketing Plan

The final component of your Social media project is the Marketing Plan. This is a 10 page report that illustrates a plan of action for the establishment of a social media presence for the CIS Department at W&J. Specifically, you should organize the document as follows:

Executive Summary

Begin your report with the most important information and conclusions right here, in a bulleted easy-to-read format. Assume that the reader is only reading this section. Give them the must have take-aways in a concise manner. Write this up as a final step, after you've generated the entire report.

Goals and Objectives

Identify here the primary goals for the social media presence. Each platform may have a separate set of objectives (you are likely trying to achieve different outcomes from Facebook and Instagram for instance). Even though you can replicate content and put it on every platform, that doesn't necessarily mean you should. Consider (and state here) what you are specifically trying to do with each social media tool.

Constituencies

In this section, you should relate and describe in detail the constituencies your social media campaign is trying to reach. Often this is more than one core demographic - so be sure to carefully explain and describe each. You should also note here how the objectives above relate to each individual constituency.

Example Posts

Carefully think through five example posts that would each serve a different function (as indicated in your Goals and Objectives above). Make sure you explain each post and also identify which constituencies it is designed to reach. Every post should include imagery of your own creation as well as extremely well crafted and thoughtful text.

Conclusions

Use this section to identify primary action items and make to make specific suggestions for generating an effective social media presence for CIS. Identify also any suggested or anticipated changes to the social media campaign over time. For instance, there could be items to start with in year 1, and then expand on in the future. Be sure to be very comprehensive in this section - it should be where you lay out an actual plan that can be implemented - so be exhaustive in your thinking and don't leave out anything important!