

Creating a Social Media Plan for Your Business

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Background

UNIVERSITY of DELAWARE
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Social Media Marketing Strategy Certificate

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Program details
Program description | Curriculum | Faculty | Schedule | General information | Registration and fees

The social media marketing revolution
Businesses and organizations have capitalized on social media as a relatively responsive platform for engaging with their customers and markets, launching marketing campaigns and more. Read more at [Marketing.com](#).

Best practices for social media marketing
How instructor Meredith Chapman discusses social media best practices in an interview with CBS30.com's Video Info program.

Meet a certificate program grad
Stephanie Roselle talks about her experiences in the Social Media Marketing Strategy Certificate.

Curriculum overview

Module One: Digital Landscape

- Overview
 - How to establish your brand online and determine the right platforms.
- Technology literacy
 - Analysis of social platforms and their primary uses.
- Meet the client (Virtual session)
 - Presentation of company for class project.

Module Two: Social Strategy

- Content plan
 - Best practices for how to engage audience with rich, fresh and relevant content.
- Digital storytelling
 - How to use multimedia to capture your audience.
- Targeting audience
 - Customer service via social media.
- Crisis and reputation management
 - Best practices in crisis management.
- Action driven campaigns
 - How to launch a product, campaign or initiative by using social media to drive action.
- Social leverage (Virtual session)
 - How to identify and target key influencers on social platforms.

Module Three: Capstone

- ROI: Metrics matter
 - Evaluating the results of a content strategy.
- Mobile applications and integration
 - Value of mobile and knowing how your content is viewed.
- Going global (Virtual session)
 - Focus on how to evaluate and launch social media on an international scale.
- Legal considerations
 - Navigating terms and conditions set forth by platforms.
- Presentation of social media strategy
 - Combining the tools taught in the program to present a comprehensive strategy for the client, including platforms, audience analysis, content calendar, management and social media marketing campaigns.

Program prerequisites
There are no formal prerequisites for enrolling in this program, however, the course covers intermediate to advanced level concepts and strategies involved in managing social media platforms and optimizing an organization's social media presence. Overall setup and basic management of social media accounts is not covered.

Harness the power of social media for your business or organization

- Learn how to develop a social media marketing campaign.
- Improve your organization's social media presence.
- Understand best practices in social media marketing.
- **Formal as your career** with a leadership development certificate and customized career enrichment activities.

Certificate Information Session—July 21, 2015

It's dizzying!



- * Where to begin?
- * Can't do it all and do it right!

Webinar Overview

- * Why social matters
- * Review of major social media platforms
- * Social media approaches
- * Recognizing what you need
- * Create a strategic plan



Why Social Matters

[#Socialnomics 2014 by Eric Qualman](#)

Social Media Approaches

How to Approach

- * What is your budget?
- * Size of staff? Who is responsible for content?
- * How much time can you devote?

Who is your target audience?



- * Current audience(s) vs potential audience(s)
- * Different platforms = different audience(s)
- * One size does not fit all

RIFLE
VS
SHOTGUN

Approaches to Social Media

Rifle Approach

- * Pick 1 or 2 platforms
- * Learn them well
- * Specialize
- * (+) Better for time management
- * (-) Limits your reach
- * More comfortable for newbies

Shotgun Approach

- * Go on everything and splatter your news everywhere!
- * (+) Greater exposure/reach
- * (-) Time management nightmare!
- * Tools available to help

Platform Overview



Twitter

- * Engage with target audience
- * Follow conversations
- * 50% engagement
- * 50% original content
- * 2-3 posts per day
- * Emerge as thought leader
- * Curate the conversations
- * Measure success: Twitter Analytics



Facebook

- * Engage with target audience
- * Use page to follow other pages & comment on stories 50%
- * Revise content: make it visual & compelling
- * Understand how Facebook works
- * Measure success: Facebook Insights



Pinterest

- * Recipes with your product
- * Food is #1 category
- * Ideas from others
- * Photo driven
- * Curate similar content
- * Do not use hashtags!



Instagram

- * Photos, photos, photos!
- * Instant call to action
- * Hashtag driven
- * Get others to # with your product, business or service
- * 2-3 posts per day

A Note about Hashtags

- * Trending hashtags (#TBT, #MothersDay, #SuperBowl2015, #EarthDay, #agchat, #gardenchat)
- * Local hashtags (#KidsDE, #FarmDE, #EduDE, #NetDE, #Delagram)
- * Internal hashtags (#DE4H, #UDEExt, #BlueHen, #CoopExt)
 - * You search for these and “curate” them
- * Event hashtags (#AgDay2015, #DPA Awards)

They are not all the same!

Learn the Platforms

Facebook

- * 1.39 billion monthly users
 - * 107 billion users access on mobile devices
- * 890 million daily users (82% outside US)
 - * 500 million users access only on mobile devices – Google search > mobile
- * Businesses pay 122% more per ad unit than a year ago
- * AUDIENCE: everyone



Twitter

- * Approx. 1 billion users
 - * 35.5 million users in China (more than any country)
- * 284 million monthly users
- * 500 million tweets sent daily
- * 78% of active users access on mobile devices
- * 77% of accounts are outside US
- * **Hashtag-driven platform**
- * AUDIENCE: business, nonprofit, organizations, diverse demographics, moms, individuals, reporters, government, NGOs



Instagram

- * 300 million active monthly users
- * 75 million daily users
 - * Up from 7.3 million a year ago
- * 34% of teens and millennials (14–35 years old) use Instagram
- * 70 million photos posted daily
 - * Up from 40 million a year ago
- * 20 billion photos shared
- * AUDIENCE: teens to adults



Pinterest

- * 70 million users
- * 80% of users are women
- * 65% are ages 16–34
- * 2.5 billion monthly page views
- * 80% of pins are repinned
- * 14.2 minutes per visit on average
- * 98 minutes spent on site monthly
- * AUDIENCE: females–millennials, moms, women 25–40



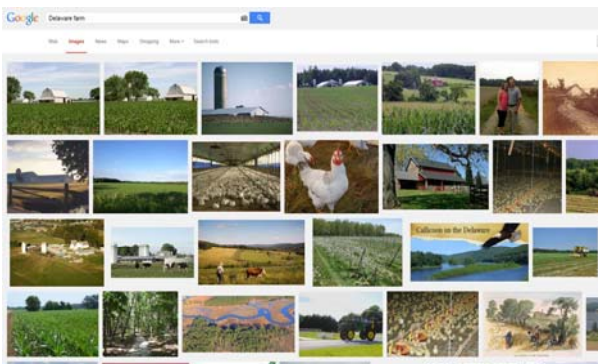
YouTube

- * 1 billion users
- * 4 billion views per day
- * 6 billion hours viewed per month
- * 100 hours of video uploaded per minute
- * Search engine – 2nd to 4th position
- * Video fact sheets & how to's
- * AUDIENCE: everyone



Flickr

- * 92 million users
- * 3.5 million photos uploaded daily
- * 8 billion photos
- * Huge SEO driver to your website
- * Prominence on Google search engine



- * If someone searches for an image term (e.g., chickens, corn, wine, ice cream), will yours show up? Will it point to your website?

Google+

- * 2.2 billion users
- * 300 million monthly users
- * American adults = 22%
- * Communities
- * Google SEO advantage
- * Google Pages <https://plus.google.com/pages/create>
- * Largest audience located in Indonesia, India, Vietnam
- * AUDIENCE: Google employees, professionals, photographers, bloggers



carvel research & education center

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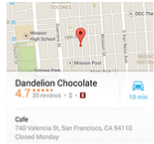
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Get online with Google My Business

Use Google My Business to get a local business, brand, organization, or artist online. When you add your business using Google My Business, you'll create a Google+ page.

Local business pages



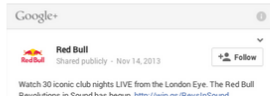
Want to add your business information to Google Maps?

By creating a local page on Google My Business, your business information can show up in Google Search, Google Earth, and other Google properties. In addition, your business gets a Google+ page to connect with your customers.

If you'd like to add many business locations at once, use [Google My Business Locations](#).

GET STARTED CREATING A LOCAL PAGE

Brand pages



Brands, organizations, artists, and other groups or individuals can create Google+ pages to reach out to followers, fans, and customers on Google. Brand, organization, or artist pages don't include address or other physical location information that appears on Google Maps.

About Google My Business

Get online with Google My Business

Google Places for Business and Google+ accounts

Meet our Top Contributors

Vine

- * 40 million users
- * New
- * 6 seconds (owned by Twitter)
- * AUDIENCE: youth/mobile only



LinkedIn

- * 332 million active users
107 million
- * 3 billion total users
 - * 2 new users per second
- * 3 million business pages
- * 1.5 million groups
- * 17 minutes per visit on average
- * Reached in 200+ countries
- * Job Seeking – Networking – Publishing (Pulse)
- * AUDIENCE: professionals, recruiters, businesses, nonprofits, professional organizations, diverse demographics, reporters, government, NGOs



Needs Assessment



What do you need? Need to do?

- * Define current audience. Who is your potential audience? Target them!
- * What platforms & approaches will you use?
- * What are competitors/similar accounts doing on social media? Study them!
- * Learn the vernacular—hashtags & handles

- * Create a weekly content plan
- * Content: mixed media
- * Tell your story
- * Tie in to trends
- * Observe national & commemorative days, weeks, months (they usually have hashtags)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Master Gardener Lawn & Garden	4-H	AG Wordless Wednesday	Throwback	FCS Food Friday	Animal Science Wildcard	Week Ahead Inspiration Photos
Pruning Tips	Photo from recent event	Weed ID	Vintage Photographs	Food Safety	Interesting statistic	Scenic photo
Garden Calendar	Focus on a volunteer	What is this insect?	YouTube	ServSafe Tip	Focus on DE crops	Upcoming workshops
Spraying Schedule	Spotlight on project	Farm Safety	Research	Money Saving Tips	Did you Know...	
Guess the plant	Photos of Community Service	Farm Equipment	Any program: Annouce Weekend	Recipe	Ask an Expert recap	Quotes
Plant disease lookout	4-H youth STEM	Photo of an insect	Mention a partner	Family-Childcare	Repeat anything from the week	Thank a volunteer
Time to prune, pinch, spray, etc.	Scenes from Camp	Delaware Vegetables	Wildlife/Ecology	Nutrition idea/fact	Positive poultry	Where are they now? UDCANR follow up
Photo of an insect	Alumni Follow Up	Ag Innovations		Quick Tip	Horse/Equine	
Garden Smart - introduce a tool		Any Agronomic topic	Partner shout out		Bee Buzz	
Meet a Native Plant		Meet an Agent	Any program: Annouce Weekend Event		ANY PROGRAM	ANY PROGRAM
Quick tip		Grad Student				
Impact Stories via Communications	Impact Stories via Communications	Impact Stories via Communications	Impact Stories via Communications	Impact Stories via Communications	Impact Stories via Communications	Impact Storeis via Communications

Other Considerations

- * What is your voice (i.e., your brand personality expressed in an adjective—serious, funny, quirky)?
- * What is your tone (attitude) that flavors your voice?
- * A brand has 1 voice and various tones based on factors such as audience, situation and channel
- * If your business has 5+ employees, create a written social media plan/policy
- * Select and train employees (social media team)
- * Before things go wrong, have a crisis plan in place

Elements of a Crisis Plan

1-4 SM Managers

- * Everyone makes mistakes!
 - * Direct apology
 - * Humor – self effacing
- * Remove offending content
- * Respond, don't delete customer concerns
- * Arrange to discuss details off social media

5+ SM Managers

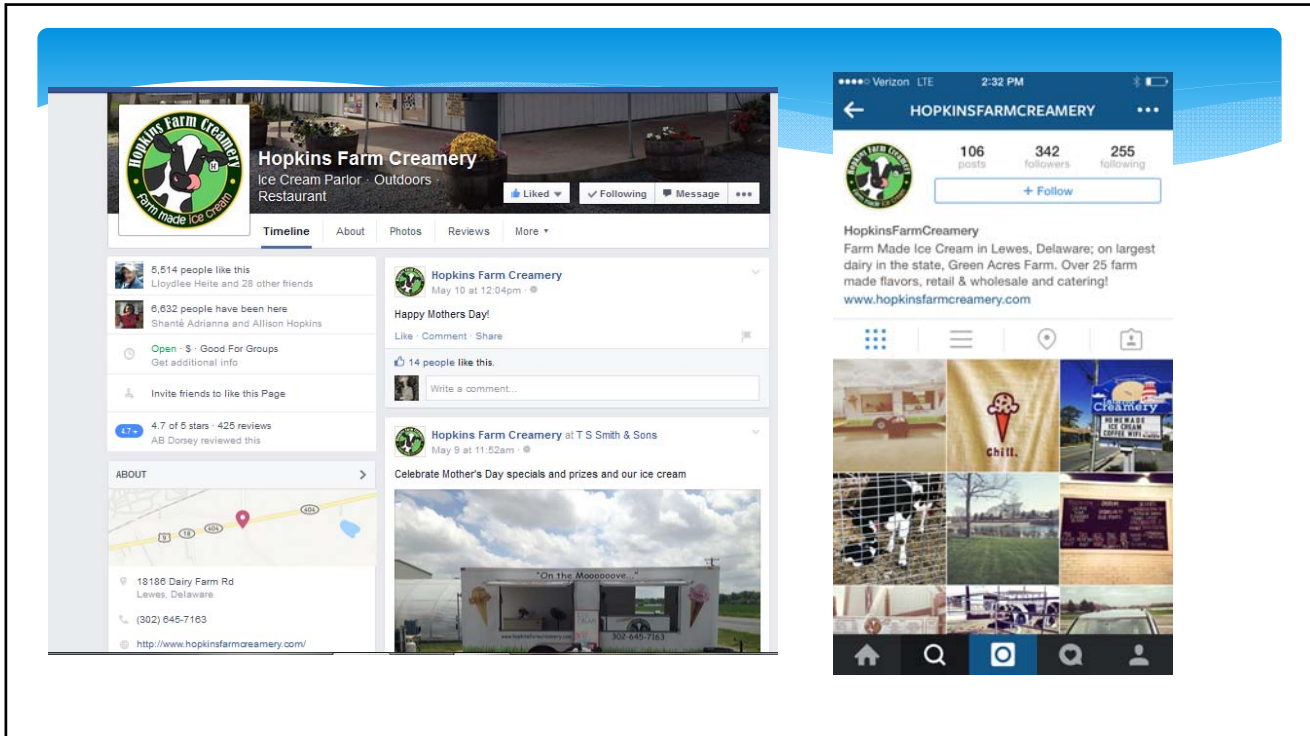
- * Everything on left
- * Have plan in writing

AVOID CONNECTED ACCOUNTS!!!



Examples

The screenshot shows the Twitter profile for Hopkins Farm Creamery (@HpksFrmCrmry). The profile header includes the account name, handle, and a 'Following' button. The bio states: "Nestled on Green Acres Farm (locally known as Hopkins Dairy), Hopkins Farm Creamery offers over 25 delicious, creamy ice cream flavors made on-site in Lewes." The location is listed as "18188 Dairy Farm Rd, Lewes DE" and the website as "hopkinsfarmcreamery.com". The account was joined in February 2011. The profile shows 579 tweets, 123 following, 296 followers, and 87 favorites. The main content area displays three tweets from the account, with the most recent one from March 24, 2015, featuring a photo of a cup of ice cream and the text: "Come out and get your ice cream fix! We're here 'til 9. #hopkinsfarmcreamery #icecream #farmmade #shopDE #Ag #foodDE". The right sidebar shows a 'Who to follow' section with accounts like Medical Weight Loss, Nils Smith, and Sweet Fish Media, and a 'Trends' section with various hashtags.



The top row features three screenshots of Facebook posts from Fifer Orchards. The leftmost post, dated May 2 at 8:16am, promotes their presence at Dover Days, mentioning John and Karen and the Biggs Museum. It includes a photo of a booth with people and baskets of produce. The middle post, dated April 23 at 1:54pm, is a recipe for Grilled Asparagus, describing it as an easy way to enjoy local spring flavors. The rightmost post, dated April 30 at 7:57am, introduces the 'Delmarva Box' CSA program, listing available locations in Delaware and Maryland, and includes a photo of fresh asparagus and strawberries.

The bottom row shows two screenshots of a mobile application interface for Fifer Orchards. The left screenshot displays a post from April 22 at 11:57am with the text 'Everyday is Earth Day on the farm. Celebrate the many miracles of nature.' and a video player for 'Vine by Fifer Orchards'. Below the video are engagement metrics: 42 likes and 2 shares. The right screenshot shows the app's profile page, featuring the Fifer Orchards logo, 53 posts, 569 followers, and 80 following. It also includes a bio: 'Quality fruits and vegetables since 1919. From our lands DIRECT to your hands www.fiferorchards.com' and a grid of 12 small images representing various orchard scenes and products.

FIFER ORCHARDS
EST. 1919

Fifer Orchards
@fiferorchards
FOLLOWS YOU

Family farm and markets featuring homegrown fruits and veggies, bakery, ice cream, unique specialty foods, 'Delmarva Box' CSA program, festivals and events.

Camden-Wyoming, DE
fiferorchards.com
Joined May 2009

Tweet to Message

104 Followers you know

37 Photos and videos

TWEETS 1,521 FOLLOWING 1,101 FOLLOWERS 2,745 FAVORITES 13 LISTS 9

Tweets Tweets & replies Photos & videos

Fifer Orchards @fiferorchards · May 11
First picking of Fifer strawberries today! Available now in our Country Store. The U-Pick patch will open on... fb.me/7aQb7Oe2W

Fifer Orchards retweeted
Live Delaware @LiveDelaware · May 11
U-Pick strawberries will begin Sat, May 16 @fiferorchards (Why I love Fifer! bit.ly/EatLocaEatFre...) #netde

Who to follow · Retweet · View all

Carrie Petty @caroline_ga...
Follow

Cheli Cuevas @gldthegar...
Follow

BackyardFarmer @Subur...
Follow

Popular accounts · Find friends

Trends · Change

#TheProfit
Promoted by CNBC's The Profit

#poveritysummit
#BadFortuneCookiesToGet
Monty Williams
2 Nepalese
#UnpopularTelevisionShows
Ted Wells
#ONEFest
Rolling Stone
Assassin's Creed

Take Action: Top 10

- * 1. What can you reasonably achieve with your resources?
- * 2. Identify your “target audience”
- * 3. Select your approach; determine your platforms
 - * Twitter – Instagram – Pinterest – Facebook – YouTube
- * 4. Develop a weekly content plan
- * 5. Assign roles—who will be posting?

- * 6. Develop internal #hashtag for curating
 - * Twitter – Instagram (e.g., #DE4H)
- * 7. Do not auto-connect Facebook & Twitter
- * 8. Vary your content (e.g., pictures, website, video, other people’s content, curated content)
- * 9. Be consistent with your brand (voice, tone, logo)
- * 10. Study and emulate the best (local)

Homework

- * Compare successful brands. How do they post content on different platforms?
- * How do they use local hashtags?
- * How do they interact with their audience?
- * Look at your website. Is it time to refresh?

Upcoming Sessions

03/25/15	What Social Media Platform is Right for You?	Michele Walfred	
04/08/15	Twitter for Newbies	Michele Walfred	
04/22/15	Twitter - Tier Two	Michele Walfred	
05/13/15	Creating a Strategic Social Media Plan for Your Business	Michele Walfred/Catherine Hamrick	
05/27/15	Personal or Professional Branding on Social Media	Michele Walfred	
06/10/15	LinkedIn	Catherine Hamrick	
06/24/15	Social Media Privacy	Christy Mannering	
07/08/15	Analytics	Christy Mannering	
07/22/15	Enterprise Budgeting	Shannon Dill	
08/12/15	Editorial Calendars	Christy Mannering	
08/26/15	Newsletters	Christy Mannering	
09/09/15	How to Create a WordPress Blog	Michele Walfred/Catherine Hamrick	
09/23/15	Agvocacy	Michele Walfred	
10/14/15	Figuring out Facebook Pages	Michele Walfred	

Questions