

Social Media Campaign Plan

For all new social media campaigns, prospective content creators should develop a Social Media Campaign Plan. Please use the Social Media Campaign Plan as a conversation starter to help your team/department determine audiences, choose a platform, set goals, and set success metrics for social media engagement.

Questions? Contact: socialmedia@cityofmadison.com

Department:

Platform:

Facebook Twitter Instagram YouTube Other (specify):

Social Media Account(s):

Examples: @CityOfMadison, @PlanningMadison, @MadisonWIFire

Proposed Campaign Hashtag:

Examples: #CityOfMadison, #LivingLarger, #EverydayEngineering, #MadisonBRT

Content Creators

Each department should have two trained content creators. Who will they be, and what will their individual responsibilities be?

Primary Content Creator:

Secondary Content Creator:

Social Media Strategy

Goals

Briefly describe the vision and purpose for your new social media campaign. What goals have you set for your new campaign? Does this campaign coincide with a project or initiative?

Existing Engagement Tools

How does social media fit into your existing communications and outreach work, as well as your department's communications strategy? How will it support or supplement what is already taking place?

Which established City of Madison social media campaigns and accounts could you leverage to share your messaging? Could you use these campaigns (or hashtags) rather than creating a new campaign?

Target Audience

Whom do you intend to reach? How does your proposed social platform connect you with your intended audience? How will your posts encourage interaction with your audience?

Content

What is your plan for creating, reviewing and scheduling content that will benefit and engage your intended audience? Does this project or initiative support long-term content creation?

Frequency

Does your team have the capacity to update the account on a regular basis, i.e. three to five times per week? (Through original content, shares, retweets, etc.) Does your team have the capacity to monitor the account regularly?

Promotion

How will you promote your new social media campaign to attract new followers and engage existing audiences?

Metrics

How will you measure the account's performance? What does success look like and how will it be reported? (Think beyond the basic metrics of followers, likes and shares.)

Racial Equity & Social Justice

How will your social media campaign help connect us with underserved communities, improve access to City services, and build partnerships?