

Social Media Strategy Plan

For all new social media accounts, prospective content creators should develop a Social Media Strategy Plan. Please use the Social Media Strategy 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:

Proposed Platform:

Facebook Twitter Instagram YouTube Other (specify):

Proposed Account Name:

Examples: @CityOfMadison, @PlanningMadison, @MadisonWIFire

Proposed About Us / Bio:

Note: Twitter bio character limit is 160 characters, Facebook is 255 characters, and Instagram is 150 characters.

Official Website ([www.cityofmadison.com/...](http://www.cityofmadison.com/)):

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 presence. What goals have you set for your new account?

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 accounts could you leverage to share your messaging? Could you use these rather than creating a new account?

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?

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 presence 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 account help connect us with underserved communities, improve access to City services, and build partnerships?