

Social Media Strategy Template

Planning:

Why do you want to use social media? What are your aims and objectives? <i>(e.g. promote research, encourage more applications)</i>	
Which social media platforms will you use? <i>(e.g. Twitter, Facebook, LinkedIn)</i>	
Who is your audience? <i>(e.g. students, researchers in other institutions)</i> And how will you let these audiences know about your new social media channels? <i>(e.g. direct messages, flyers, newsletters)</i>	
What do you want to tell your audience? <i>(e.g. alert them of new publications, invite them to events)</i>	
How will you use your social media account? <i>(e.g. engage in debate about particular topic, post news only)</i>	
How will you manage comments? <i>(e.g. ignore or reply to comments, take the conversation offline)</i>	
What content is and isn't appropriate? <i>(e.g. staff only events)</i>	
Who will manage the account?	
How often will they post? <i>(e.g. Facebook = weekly+, Twitter = daily+)</i>	
How will you measure success? <i>(e.g. number of followers/likes, comparisons with peers)</i>	
Is a trial period relevant? <i>(e.g. report on success, time spent vs. reward)</i>	

Implementation:

Account details <i>(username/password)</i>	
Primary account holder	
Additional account holder	
List of approved content types	
Method of evaluation	
Length of trial period	

Please complete as much of this template as possible. We then recommend that you discuss it with your local communications representative or the Divisional Communications Manager (communications@medsci.ox.ac.uk)