**The (re)Generation: Planning your social media campaign**

**A social media campaign is a focused, integrated and time sensitive effort to drive a specific result using social media**

Social media uses web-based technologies to transform and broadcast media monologues into social media **dialogues.** Social Media is SOCIAL It’s About **Relationships** Not Selling

**Social Media Campaign Planning**

|  |  |
| --- | --- |
| **Campaign Goal Setting** | |
| **Overall campaign Aim:** |  |
| **Overall Campaign message:** |  |
| **Campaign Time frame**  **Start date:**  **End date:** |  |
| **Strategic Objective\* 1#**  **Measurable result** | See guidance below about stating your objective as either SMART or VIBRANT that includes the result you want |
| **Strategic Objective\* 2#**  **Measurable result** |  |
| **Strategic Objective\* 3#**  **Measurable result** |  |

**\*OBJECTIVES / AIMS CHECKLIST**

When setting aims or objectives you can choose ONE of the following checklists to make sure your objectives / aims are possible to deliver and will give results.

|  |  |
| --- | --- |
| **VIBRANT** AIMS OZ Green preferred | **SMART** OBJECTIVES/ AIMS |
| **VIBRANT** | **SPECIFIC** – target a specific area for improvement. |
| **INNOVATIVE** | **MEASURABLE**– quantify or at least suggest an indicator of progress. |
| **BENEFICIAL TO ALL HUMAN BEINGS** | **ACHIEVABLE**– the timeframe and scope is doable |
| **REAL (can see yourself doing them)** | **REALISTIC**– state what results can realistically be achieve, given available resources. |
| **AMBITIOUS** | **TIME-RELATED** – specify when the result(s) can be achieved |
| **NECESSARY** |  |
| **TRANSFORMATIONAL** |  |

|  |  |
| --- | --- |
| **Identifying your Audience** | |
| **Who do you want to talk to in this campaign?** |  |
| **Why?** |  |
| **Where do they hang out on line?** |  |
| **What are they interested in?** |  |
| **Why would they engage in your campaign?** |  |
| **What do you know about their lifestyle?** |  |
|  |  |
| **Choosing the Media** | |
| **Social media I could use for this campaign** |  |
| **Traditional media I could use for this campaign** |  |
| **Select expert/appropriate celebrity to endorse your campaign. Write quotes/take photos so you are ready for media release/social media** |  |

**Campaign Action Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Action** | **Media** | **By whom** | **By when** |
| **4 weeks out** |  |  |  |
| *Announce event* |  |  |  |
| *Facebook launch* |  |  |  |
| *Communication Plan completed* |  |  |  |
|  |  |  |  |
| **3 weeks out** |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **2 weeks out** |  |  |  |
|  |  |  |  |
|  |  |  |  |
| **1 week out** |  |  |  |
|  |  |  |  |

**Communication plan**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Communication** | **Content** | **Date** | **By whom** | **Media** |
| *e.g. Distribute press release* |  | *15.01.2015* | *Frank* | *Media distribution list* |
| *e.g. Post event*  “*Our campaign launch is this Thursday, 2pm at Macquarie University – look forward to seeing you then*”\* | Event invite.jpeg | *15.01.2015* | *Joe* | *Facebook* |
|  |  |  |  |  |
|  |  |  |  |  |

From:Rego@regobiz 707-548-9823 KerryRegoConsulting.com plus suggestions from Shane Allison and Phyllis Sakinofsky

\*It’s useful to create a calendar which contains content ready to post, otherwise it’s often ‘too hard’ it’s also possible to make use of programs that will post on a schedule such as <http://twuffer.com/> for Twitter

**Some thoughts from a mentor..**

### ****What should you be posting?****

**Images are ideal.**

The push toward visual content has plenty of anecdotal evidence—as you browse the streams on Twitter and Facebook, you’re likely to see images all over. There’s data behind the reason why. Image posts get more views, clicks, reshares, and likes than any other type of post. And it’s not even close.

On Facebook, [photos get 53% more likes, 104% more comments and 84% more click-throughs on links](http://blog.bufferapp.com/7-facebook-stats-you-should-know-for-a-more-engaging-page) than text-based posts.

Same goes for Twitter. In a study of over two million tweets from verified users across a number of different industries, Twitter found that [photos have the greatest effect on retweets](https://blog.twitter.com/2014/what-fuels-a-tweets-engagement).

* **Photos** average a 35% boost in Retweets
* **Videos** get a 28% boost
* **Quotes** get a 19% boost in Retweets
* Including a **number** receives a 17% bump in Retweets
* **Hashtags** receive a 16% boost

### ****When should you be posting?****

There are many neat tools to show you [the best time of day to post to Facebook, Twitter, and more](http://blog.bufferapp.com/best-time-to-tweet-post-to-facebook-send-emails-publish-blogposts). These [tools](https://blog.bufferapp.com/best-social-media-tools-for-small-business) look at your followers and your history of posts to see when your audience is online and when historically have been your best times to share.

So what’s someone to do who’s just starting out on these social networks, with no audience and no history?

Again, this is where best practices come in. Perhaps the most helpful (and adorable) infographic I’ve seen about timing comes from SumAll, which [compiled timing research](http://blog.sumall.com/journal/timing-everything-post-smarter-meow.html) from sites like Visual.ly, Search Engine Watch, and Social Media Today to create its awesome visual. Here’s an overview of what they found in terms of timing (all times are Eastern Time).

* **Twitter** – 1-3pm weekdays
* **Facebook** – 1-4pm and 2-5pm weekdays
* **LinkedIn** – 7-8:30am and 5-6pm Tuesday, Wednesday, and Thursday
* **Tumblr** – 7-10pm weekdays and 4pm on Fridays
* **Instagram** – 5-6pm weekdays and 8pm on Mondays with a sweetspot at 6pm
* **Pinterest** – 2-4pm and 8-11pm weekdays with weekends being the best
* **Google+** – 9-11am weekdays

(Thanks Shaheen Hajira, Mentor for above points)

**Campaign Launch**

Staggered launches? Themed months? Planning next campaign

**Post campaign Metrics Report**

Suggestions Shane Allison

* Klout (<https://klout.com/home>) to measure Facebook and Twitter with the goal of raising their Klout score.
* With Instagram, which most people will engage with, I'd recommend establishing a flexible goal that revolves around momentum and engagement, for example, increasing the number of likes by 100% weekly, and comments by 25%.

This model can be applied across most types of social media and will give them concrete results which won't be too disheartening/also accommodating a very successful campaign.

Facebook – Facebook Analytics, Klout (<https://klout.com/home>) aim of raising Klout score

Google Analytics - Tracking links with Google analytics

Twitter - Klout (<https://klout.com/home>) to measure Facebook and Twitter with the goal of raising their Klout score.

YouTube − YouTube Analytics

Foursquare − Schmap/Twitter Map

LinkedIn − LinkedIn Demographics

Mobile Technologies Tools

Shaheen Hajira, suggests it’s also very important to keep analyzing and testing throughout the campaign.

Here’s one way this analysis step.

**Set a benchmark**. After two weeks or a month of sharing, you can go back through your stats and find the average number of clicks, shares, likes, and comments per post. This’ll be your benchmark going forward. You can come back and update this number at any time as your following and influence grows.

**Test something new.** We’re open to testing just about anything at Buffer. We’re in the midst of some tests right now on our Twitter account. Do Twitter-optimized images gain more clicks than non-optimized images? Does capitalization matter? We’ll often hear about someone’s new strategy or get a new idea and then test right away.

**Did it work?** Check the stats from your test versus the stats of your benchmark. If your test performed well, then you can implement the changes into your regular strategy. And once your test is over, test something new! (

**Some Suggestions**

 Shane Allison suggests a couple of links below which might be of interest to the groups.

<http://www.theguardian.com/commentisfree/2014/nov/06/alex-from-target-fake-meme-viral> - interesting example of corporates failing to engage properly with social, emphasises the importance of 'authenticity'

<http://qz.com/67991/you-didnt-make-the-harlem-shake-go-viral-corporations-did/> - interesting take on how you really can make an impact socially - most people don't realise the corporate role in this viral video

I tried to track down a post that explains the 'guest editor' concept that's starting to emerge on social media at the moment, but couldn't as it's still emerging. Essentially the groups would invite a well known celebrity/social media personality to 'guest edit'/post from the group's social media account for the day - quite a good way to draw new followers as they will draw a lot of the celebrity/social media personalities followers.