



SOCIAL MEDIA STRATEGY WORKSHEET



ROWING CANADA — SOCIAL MEDIA

DATE _____

This social media strategy is for
(organization, business, person) _____

OBJECTIVES

Goals and objectives for using social media:

1. What do you want to use social media for? What's your one big thing?
2. Describe how your social media objective supports a goal for your organization (increase # of event attendees, raise brand awareness, attract/recruit athletes & members, gain sponsorships, etc.):

RESOURCES

1. Who's your social media point person?
2. What kind of resources (time, budget) can you commit?
3. Who are your content creators?

AUDIENCE

1. List your primary audience:
2. What's your current online relationship with your audience? (nothing, repeat, advocates, etc.)
3. How do you think your audience uses social media?
(curators, joiners, spectators, content creators, influencers, etc.)
4. Where is your audience? (Facebook, Twitter, LinkedIn, Google+, YouTube, nowhere, etc.)

MESSAGING

1. What do they care about?
2. What do they need to hear?

TACTICS

1. Which social media tools are you going to use? (Facebook, Twitter, YouTube, etc.)
2. How does your social media support other components of your Internet strategy plan? (website, links to other sites)
3. Is there an offline marketing push or campaign that you need to support/connect?

CONTENT

1. What's the tone of your brand? What would your audience expect a conversation with you to be like? (friendly, formal, cheeky, advisor, you are the expert, collaborator)
2. What are some relevant content themes/ideas/topics you know your audience would enjoy?
3. How will you tell your story? (video, asking questions, sharing photos, how-to, profiles)

MEASUREMENT

1. How will you know your efforts have been a success? (should be directly related to your overall objectives - ie: % increase in number of attendees at an event, % increase in sponsorships, etc.)
2. The three things you could measure are:
 - **Engagement** - Actions your fans are taking to get more information about your brand (clicks, retweets, shares, wall posts, comments)
 - **Exposure** - How many people your message reached (likes, followers, views, mentions, how many people you follow & like)
 - **Influence** - Are engagement and exposure resulting in positive vibes? (stories, comments, feedback - positive vs. neutral vs. negative)

30 day challenge:

- LISTEN EVERY DAY.
- CREATE A TRUSTED ONLINE SPACE.
- MAP CONTENT IDEAS ON A CALENDAR OF SOME SORT.
- POST AWESOME CONTENT 5 TIMES A WEEK AT LEAST.
- MAKE CONVERSATION WITH THE INTENTION OF BUILDING A RELATIONSHIP.
- MAKE A NOTE OF CURRENT NUMBERS FOR ENGAGEMENT, EXPOSURE, INFLUENCE.
- SHOOT FOR A 10% INCREASE ACROSS THE BOARD.
- BE HUMAN.

More resources available for download at www.holycowcom.com/rowing/



ERIN BROCKLEBANK
 Communication Strategist
 erin@holycowcom.com | 250.655.6597
 www.holycowcom.com