# Social Media Planning Worksheet

## Audience and Objective

|  |  |  |
| --- | --- | --- |
| **The objective of my social media activity is:** |  | |
| **My target audience(s):**  *(Include age range, location, interests, or other characteristics)* | |  |
| **Messaging that would best connect with my audience(s):**  *(See attached for ideas)* |  | |

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Amount of time per day we will dedicate to social media: | | | | | | |
|  |  | 15 Minutes |  | 45 Minutes |  | Other (specify) |
|  |  | 30 Minutes |  | 60 Minutes |  |

|  |  |  |
| --- | --- | --- |
| Social media sites we wish to use: | | |
|  | | |
| Ideas for messaging that would best connect with my audience(s): | | |
|  |  | **Events:** |
|  |  | Student Only Events |
|  |  | Campus and Community Events |
|  |  | Alumni Events |
|  |  | Student Lead Events |
|  |  | Discipline Specific Events/Lectures/Conferences |
|  |  | Undergraduate Events/Lectures/Conferences |
|  |  | Campus Sporting Activities |
|  |  | Campus Performances |
|  |  | Others? *(Specify)* |
|  |  |  |
|  |  | **News:** |
|  |  | Faculty or Staff Awards |
|  |  | Group Accomplishments (Department, Organization, etc.) |
|  |  | Student Success Stories |
|  |  | Happenings in a department, office or organization |
|  |  | Happenings around campus |
|  |  | Others? *(Specify)* |
|  |  |  |
|  |  | **Information:** |
|  |  | Scholarship Opportunities |
|  |  | Travel Opportunities |
|  |  | Career or Study Tips |
|  |  | Safety Tips |
|  |  | How to get involved |
|  |  | Others? *(Specify)* |