

### 1. ASSEMBLE A TEAM

A successful team consists of members who can take ownership and responsibility for carrying out day-to-day updates in addition to long-term campaign goals.

- **Do:** Include anyone who could benefit from a successful campaign and those with writing and photo editing skills and business-related social media experience.
- **Don't:** Try to tackle a campaign completely on your own (if you can help it).

### 2. PLAN YOUR CAMPAIGN

Ask and answer the following questions:

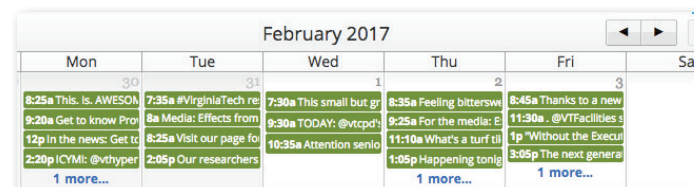
- Who is your audience and where are they on social media?
- What are your short- and long-term goals?
- Do your goals align with University priorities?
- What are your calls-to-action? (i.e. visit a website, take a survey, etc.)
- How will you determine success?
- What activities/responsibilities are needed by team members before, during, and after the campaign?
- Do you have a budget available to aid in your campaign?

### 3. CHOOSE YOUR SOCIAL PLATFORM(S)



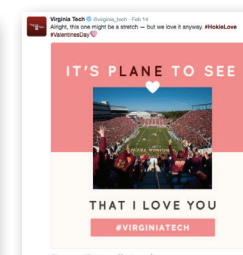
- Determine your target audience
- Review your social media accounts' analytics to learn follower demographics. Pay close attention to the engaged followers – they're the ones who are more in-tune with your content and respond with action.
- Pick the best platforms to reach your target audience based on follower demographics.

### 4. USE EDITORIAL CALENDARS TO PLAN POSTS



- Use a shared digital spreadsheet or calendar (i.e. Google Calendar) to layout time and order of posts in your campaign.
- Use scheduling tools like HootSuite or Buffer to accomplish this, if available.

### 5. DETERMINE A TONE/VOICE APPROPRIATE FOR YOUR CAMPAIGN



- Within the overall tone of your brand, adjust your campaign posts' voice to what your audience will engage with.
- Maintain professionalism even when being informal, fun, and friendly.
- Use emojis and hashtags to add content value and to be a part of larger conversations.

Source: Social Media Examiner  
[socialmediaexaminer.com/social-media-campaign-elements](http://socialmediaexaminer.com/social-media-campaign-elements)