### **Southwestern University Social Media Planning Guide**

Use these questions to help you brainstorm about whether or not to pursue a social media communications strategy:

### **Purpose**

Why are you participating in social media?

# **Objectives/Goals**

What do you plan to achieve with this social medium? Inform? Encourage dialogue? Share information? What kind of information? How will this differ from your primary Website?

## **Target Audience**

Who will be reading and commenting on your social media? Who are you trying to engage?

### **Execution & Maintenance**

- Who will establish your account?
- Who will be the administrator?
- Who will maintain it?
- How often will it be updated?
- How will you make connection to other Southwestern social media outposts and official Websites?
- How will you promote it?

Adapted from Tufts University/SUNY New Paltz
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