GETTING STARTED

Whether you're just getting started with social media or you've already established social media accounts for your department/unit, we recommend using the following questions as a guide to help you define your audience and your goals.

Objectives

(1) What prompted your interest in social media?

(2) What are the key goals and messages of your department/unit?

(3) What are the top 2-3 priorities for social media in your department?

Audience

(1) What audiences do you most need to reach? (e.g., prospective students, alumni, et cetera)

Content

(1) What is inherently social about your department/unit? What about your department’s area of expertise might people want to talk about or share with their friends?

(2) What kind of information do you hope to disseminate via social media?

(3) Will you be creating new content for social media? If so, what kind? Could this content be used elsewhere? (e.g., your website) Where? When?

(4) Do you have content that appears elsewhere (print, web, email, etc.) that you hope to repurpose for social media?

Daily Management

(1) Who will be managing your social media accounts? Are they a dedicated communications professional, and/or do they have enough bandwidth to manage social media accounts in addition to other professional responsibilities?

(2) Do you intend to allocate any additional department resources to further your social media efforts, if necessary?
Process

(1) What social media outlets (e.g., Facebook, Twitter) are you interested in employing?

(2) What is the benefit of using each outlet? What, if anything, is the measurable loss of not using each outlet?

(3) How do you intend on measuring your success?