**Purpose**
Why are you establishing a social media presence?

**Objectives/Goals**
What do you plan to achieve - Inform? Encourage dialogue? Promote a program/event? Share information?
What kind of information? - How will this differ from your primary website? Keep your goals challenging, but realistic (i.e. “Grow my Facebook audience by 20 followers a week, and my Twitter followers by 35 a week for the next quarter.”)

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

**Execution and Maintenance**
- Which platforms will you use? (Facebook, Twitter, YouTube, Instagram, etc.)
- Who will establish the social media presence?
- Who will administrator and maintain the presence? (Add specific names)
  - Process: who will answer questions & post new content, will you create a posting schedule?
  - How many channels can you do well, consistently?
- How often do you plan to update it? (Depending on the type of social media, updates can range from multiple times a daily to at least one to two times a week.)
- How will you tie-in your social media presence into your other marketing platforms? (Website, print materials, e-mail marketing, etc.)
- How will you track your success? (Facebook Insights, Twitter Analytics, YouTube Insights, bit.ly links, etc.)