

social media brief



Queen's
UNIVERSITY

SOCIAL MEDIA
PROJECT

SOCIAL MEDIA
ADMINISTRATOR

BRIEF DATE

marketing

University relations

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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.

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, Instagram, Snapchat, YouTube, 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.)