



Social Media Planning Tool

Objective or Goal of Social Media Activity

- What are the primary goals of our social media presence?
 - Example: recruitment, engagement, community building, information dissemination, event promotion
- How will we measure success?
 - Example: follower growth, engagement rate, website traffic

Target Audience

- Who are we trying to reach? Include audience type:
 - Example: prospective students, current students, alumni, partners, community members
- Key demographics:
 - Example: age range, location, interests, and unique needs
- Audience behaviors:
 - What platforms do they frequent? When are they most active online? What types of content resonate with them?

Content Strategy

- What types of content will best connect with our audience?
 - Example: video, photos, graphics, testimonials, student stories, event highlights
- Content Topics: Identify 3–5 main topics or themes that will guide our posts
 - Example: academic highlights, student life, alumni success, event recap
- Key messages: Outline the primary takeaways or values each type of content should convey.

Platform Selection

- Which platforms will we use and why?
 - Options: Facebook, Instagram, LinkedIn, TikTok
- How will each platform serve a different purpose or target a unique aspect of our audience?

Roles & Responsibilities

- Who is responsible for:
 - Content creation (photos, videos, graphics)
 - Scheduling posts
 - Monitoring engagement (comments, messages)
 - Adhering to MSU branding guidelines and maintaining tone and voice



Posting Schedule

- Frequency of posts per week per platform.
- Outline optimal posting times based on audience behavior.
- Plans for consistently high-quality posts even during breaks or holidays.

Messaging Types

- Categories of content to share:
 - Example: faculty and student news, student success stories, testimonials, event previews/recaps, campus happenings, informational posts
- Seasonal or special campaigns: Any specific times of year where content focus should shift?
 - Example: start of the semester, graduation

Governance Model

- Content workflow: Define roles for content collection, caption writing, editing, and approval processes.
- Accountability: Who ensures compliance with MSU's branding, **ADA guidelines**, and any platform-specific standards?
- Escalation process: Who will manage any issues, such as inappropriate content or crisis situations?

Review and Analytics

- Who will review and analyze social media performance?
- Metrics to track: engagement, reach, conversions, top-performing posts.
- Process for adapting the strategy based on data: How often will we assess and refine our approach?

Collaboration and Training Needs

- Is there any cross-departmental collaboration required (e.g., with the MSU social media team, Colleges, Athletics)?
- Additional support or training needed for team members on branding, accessibility, or content creation?