# Social Media Planning Worksheet

##  Audience and Objective

|  |  |
| --- | --- |
| **The objective of my social media activity is:** |  |
| **My target audience(s):***(Include age range, location, interests, or other characteristics)* |  |
| **Messaging that would best connect with my audience(s):***(See attached for ideas)* |  |

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| --- |
| Amount of time per day we will dedicate to social media: |
|  | [ ]  | 15 Minutes | [ ]  | 45 Minutes | [ ]  | Other (specify) |
|  | [ ]  | 30 Minutes | [ ]  | 60 Minutes |  |

|  |
| --- |
| Social media sites we wish to use: |
|  |
| Ideas for messaging that would best connect with my audience(s): |
|  | [ ]  | **Events:** |
|  | [ ]  | Student Only Events |
|  | [ ]  | Campus and Community Events |
|  | [ ]  | Alumni Events |
|  | [ ]  | Student Lead Events |
|  | [ ]  | Discipline Specific Events/Lectures/Conferences |
|  | [ ]  | Undergraduate Events/Lectures/Conferences |
|  | [ ]  | Campus Sporting Activities |
|  | [ ]  | Campus Performances |
|  | [ ]  | Others? *(Specify)* |
|  |  |  |
|  | [ ]  | **News:** |
|  | [ ]  | Faculty or Staff Awards |
|  | [ ]  | Group Accomplishments (Department, Organization, etc.) |
|  | [ ]  | Student Success Stories  |
|  | [ ]  | Happenings in a department, office or organization |
|  | [ ]  | Happenings around campus |
|  | [ ]  | Others? *(Specify)* |
|  |  |  |
|  | [ ]  | **Information:** |
|  | [ ]  | Scholarship Opportunities |
|  | [ ]  | Travel Opportunities |
|  | [ ]  | Career or Study Tips |
|  | [ ]  | Safety Tips |
|  | [ ]  | How to get involved |
|  | [ ]  | Others? *(Specify)* |