# SOCIAL MEDIA COMMUNICATIONS STRATEGY WORKSHEET

Use this worksheet to help you strategize about your audience, and the potential social media tools and channels you may want to use for your campaign or communication activity.

**1. Target Audience**

*Describe the person(s) you want to reach with your communication; be as specific as possible. More than one audience may be listed. Include a primary and secondary (influencers) audience if appropriate. (Examples: Mothers of children younger than two years old living in Atlanta, Pediatricians practicing in Nevada.)*

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**2. Determine your objective**

*a) What do you want to achieve through your social media outreach and communication? This could include something you want your target audience to do as a direct result of experiencing the communication. Objectives may include (but are not limited to) the following:*

* *Provide information*
* *Highlight a campaign*
* *Encourage a health behavior*
* *Reinforce health messages*
* *Encourage interaction*
* *Obtain feedback/exchange ideas*
* *Collaborate with partners*

(Example: Increase awareness of immunization campaign.)

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*b) Restate your objectives in SMART terms:*

**Specific** – state in concrete, detailed and well-defined terms – What exactly are we going to do for whom?

**Measurable** – should be quantifiable and the source of measurement has been identified.

**Attainable/Achievable** – can the objective be achieved in the proposed time frame with the resources available?

**Relevant/Realistic** – is the objective directly related to the overarching communication goal from your communication plan?

**Time-bound** – have deadlines been set?

*(Example: By December 2012 (time-bound), there will be a 5% increase (measureable) in recognition of the immunization campaign name (specific), as measured through surveying, by moms of children under two in the Metro Atlanta area (specific).)*

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Additional information on writing *SMART* objectives can be found at <http://www.cdc.gov/healthyyouth/evaluation/pdf/brief3b.pdf> and <http://www.cdc.gov/healthyyouth/evaluation/pdf/brief3b.pdf>

**3. Define Audience Communication Needs** *People access information in various ways, at different times of the day, and for different reasons. If possible, define your audience needs by using market research and other data. You can use the following resources:*

• [Pew Internet and American Life Project](http://www.pewinternet.org/)

• [Tools of Change Planning Guide](http://www.toolsofchange.com/en/planning-guide/)

*Describe your audiences and their health information needs.*

**4. Goal Integration**

*a) Describe how your social media objectives support your organization’s mission and/or overall communications plan.*

b) How does it support other online or offline components – what events (either national/state/local) present communication opportunities?

**5. Message Development**

*Develop the key messages based on the target audience and objectives identified.*

*(Example: for moms of young children to encourage late season flu vaccination, “It’s not too late to vaccinate.”)*

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**6. Resources and Capacity**

*Determine who in your organization will be responsible for implementation, and determine the number of hours they can allocate for content creation and maintenance.*

***7.* Identify Social Media Tools**

*Determine what tools will effectively reach your target audience. Match the needs of the target audience with the tools that best support your objectives and resources. (Example: Because Facebook has a large population of young women who have children, is free, and requires minimal technical expertise, it may be a good tool for a mom-centered program while only requiring a small amount of funding for social media activities.)*

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**8. Define Activities**

*Based on all of the elements above, list the specific activities you will undertake to reach your communication goals and objectives. (Example: Develop and promote Facebook fan page for diabetes education program.)*

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**9. Identify your key partners and their roles and responsibilities**

**10. Define Success for Evaluation** *What are your measures of success? Your measures of success may be different depending on your goals and objectives.*

**11. Evaluate** *Create an evaluation plan; see the Social Media Evaluation Plan [next page] for more information.*

**SOCIAL MEDIA EVALUATION WORKSHEET**

This document focuses on developing a basic structure for evaluating social media activities. For more in-depth evaluation planning, please refer to the resources in this document.

**Step 1: Developing the Model**

*Using the activities and objectives determined in the social media communications strategy document, consider the following for each activity in your program. Note that there may be multiple inputs, outputs, and outcomes for each activity.*

1. What are the inputs, or resources (both tangible and intangible), that need to be in place for the activities to happen?

2. What are the outputs of each of those activities? In other words, what will be the resulting products (usually tangible)?

3. What are the expected outcomes of the activities and outputs (usually intangible)? That is, what are the results you hope to see? (Example: Increased awareness of vaccination campaign.) If possible, break outcomes into short-term and long-term. The outcomes may be very similar to (or the same as) the objectives you developed in the Social Media Communication Strategy Worksheet.

**Step 2: Developing the Questions**

*Considering the inputs, outputs, and outcomes identified above, think about how these can be measured and what data can be collected.*

**Inputs:**

How can each of your inputs be measured, counted, or otherwise evaluated? For example, if one of the inputs is “messages developed by communication specialists,” what elements of this input can and should be measured?

*Example evaluation question: How many audience-tested messages have been developed?*

Evaluation question 1:

Evaluation question 2:

Evaluation question 3:

**Outputs:**

How can the products of your activities be measured? For social media activities, these questions may utilize web analytics, such as click-throughs and page views, or they could include numbers of friends, followers, or messages posted.

*Example evaluation questions: To evaluate outputs of a Twitter account: How many messages did we post (during a set timeframe)? How many of these messages were retweeted? How many followers did we acquire?*

Evaluation question 1:

Evaluation question 2:

Evaluation question 3:

**Outcomes:**

Outcomes can often be harder to measure than outputs, but offer great value. The evaluation questions for your outcomes will likely come from the *SMART* objectives you developed earlier. For example, if your objective was to increase by 5% the number of target audience members who were aware of your campaign, your evaluation question would reflect this objective.

*Example evaluation question: What percentage of moms of children under the age of two in the Metro Atlanta area have heard of the vaccination campaign?*

Evaluation question 1:

Evaluation question 2:

Evaluation question 3: