

# Communications & Social Media Information Guide



## Think about your organization.

What are your organization's mission, vision, and/or values?

Mission, Vision and Values should be considered with everything you do!

Consider your strategic plan (if you have one) or think about the upcoming year. What are some of your goals or strategic priorities that you would like to achieve through communications and social media?

What is your reputation within the community? What do you want your reputation to be?

Consider your calendar of events for the year. What are some major deadlines, events, or activities you would like to highlight?

What value will you bring to your followers or people you are communicating with?

Provide content that is valuable and isn't always an ask or call to action. Only ask your followers to do something 1 in 4 posts.

## **Capacity**

What resources are available to you for communications and social media? Think of people, time, money, equipment, partnerships, your network, media contact lists, website, etc.

Do you have funds dedicated to communications and social media? If not, do you have a marketing budget that you could utilize? Think about what you are willing to spend.

## **Platforms**

What platforms will you use for your communications and social media? Email subscription service (Ex. Constant Contact, MailChimp), Facebook, Twitter, Instagram, YouTube, etc?

Consistency is important! Don't try and be on every platform if you can't consistently post on those platforms.

## **Take your goals and priorities and create tactics.**

What actions are you going to take to achieve the goals and priorities you have listed above?

**Create a communications and social media calendar.**

Here is an example of a calendar that can be created in a spreadsheet. When creating a calendar, think about how much time you have to dedicate to posting. Think about who you have that can help create the content and post it.

Platform	Date	August-20-18	August-21-18	August-22-18
Facebook	Post # 1			
	Author			
	Post #2			
	Author			
Instagram	Post # 1			
	Author			
	Post #2			
	Author			
Twitter	Post # 1			
	Author			
	Post #2			
	Author			
Media Release				
Author				
Website				
Author				
Email				
Author				

**Review**

If you already have a communications and social media plan, what is working? What needs to be changed?

Reviewing your plan and reflecting on what is working is one of the most important pieces that can often be overlooked.

## **Resources**

Here are some resources that may help you:

1. [Hootsuite](#) - social media scheduling tool that has many other features such as analytics.
2. [Constant Contact](#) - email marketing tool allows you to create contact lists, email templates, etc. Provides analytics on open rates and click rates.
3. [Social School](#) - subscribe to their newsletter to get tips and tricks. Also provides conferences and courses on social media.
4. [Directwest](#) - provides a variety of services for fee to Saskatchewan businesses, including social media, website design, photos, videos, etc.
5. [We Are Social](#) - Annual report on social media and digital trends in Canada.

The world of social media and communications is evolving and changing everyday. Social media hasn't been around that long so the important part is to find out what works best for you.

