

SOUTHEAST SOCIAL MEDIA STRATEGY WORKSHEET

Use this worksheet to clearly lay out your goals and plans for using social media. Once you have filled it out, email it to social@semo.edu with any questions you have on implementation. We are happy to help!

This worksheet was last edited on:

Department, Organization or Division Name:

People responsible for managing our account:

Goals/Objectives:

Goals by the numbers:

Numbers	Likes/Followers	Avg. Reach	Engagement Rate
Current:			
Desired increase by what date:			

Tactics you will use to reach these goals (posting schedule, content examples, etc.):

Social planning and content creation tools we will use to help us manage the account:

Time we will dedicate to creating content, posting content, and monitoring comments:

Budget (if any) we will dedicate to social media promotion:

Questions for University Marketing: