

PROSPER PUBLIC RELATIONS' OFFICIAL

Social Media Workbook

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WHY DO WE NEED A SOCIAL MEDIA PLAN?

82% of the world's population is active on social media, and yet only 61% of US nonprofit organizations use social media to reach them. Even worse, only 32% of those organizations say they have a strategic plan in place to guide their social media activity.

Organizations that want to succeed must find a way to reach their key stakeholders online. But simply creating a Facebook page or a blog is not enough. Tomorrow's leaders and changemakers will be the companies that figure out how to provide rich, valuable, resonant content and form genuine, lasting relationships with their stakeholders **today**.

Social media presents us with opportunities that we never could have dreamed of ten years ago. Know who your target market is? Gone are the days when you had to send out a direct mail postcard or put up an expensive ad to reach them. Now, you can pinpoint specific members of your target online and begin interacting with them instantly, at **no cost other than your time and effort**.

We believe that a strategic social media plan is absolutely essential for any organization that wants to achieve real results online. Developing a plan based around a solid strategy ensures that you are directing your efforts toward the areas where they are most likely to generate results. In the next few pages, we'll uncover your true goals for social media, walk you through a suggested strategy, and provide you with a few tips to help you get started.

Are you ready? Join us on the next page.



If you have any questions about the material covered in this guide, please contact Alyssa VandeLeest by emailing alyssa@prosperpr.com

First, A FEW QUESTIONS.

1. **WHO** do you want to communicate with?
2. **WHAT** do you want them to know and do?
3. **WHAT** types of stories do you have to tell?
4. **WHAT** value or topic area is your business best connected to?
5. **WHY** should anyone care what you have to say?
6. **WHAT** goals do you think social media can help you achieve?
7. **HOW** will you manage the work associated with social media?

Second, SET A FEW GOALS.

After reviewing the questions on the last page, decide on a few goals for your social media activity. Your goals should be measurable, realistic, tied to your business objectives, and capable of being met by social media.

GOAL ONE:

GOAL TWO:

GOAL THREE:

Third, HONE IN ON A FEW KEY INSIGHTS.

Take a look at what a few of your competitors are doing in social media, Then, considering your answers on page two and your goals above,decide on a key insight (a.k.a. an essential truth) about each of the three areas as they relate to social media:

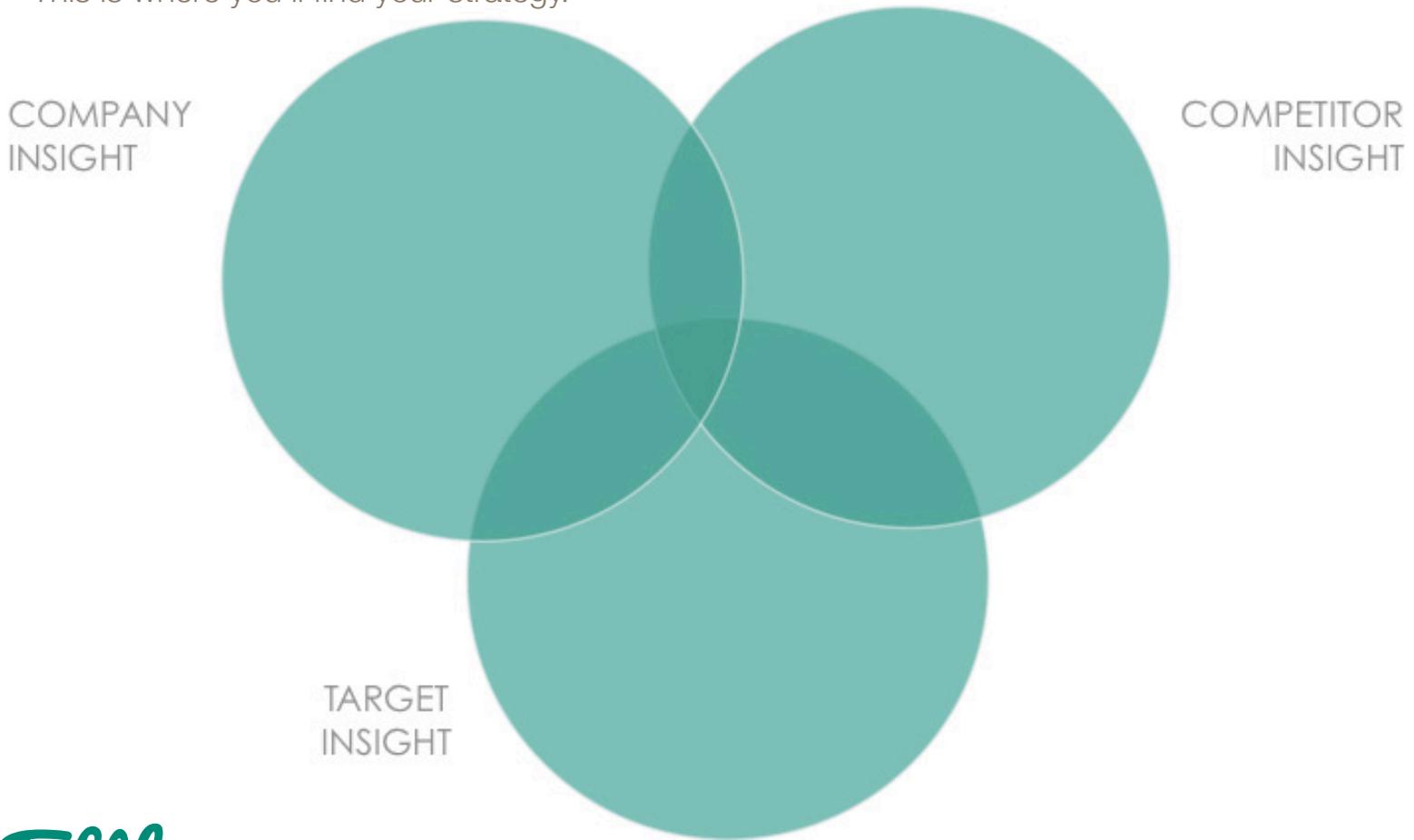
YOUR BRAND:

YOUR TARGET:

YOUR COMPETITORS:

Fourth, STUDY INSIGHT INTERSECTIONS.

Write your insights in the circles below and pay special attention to the areas where they overlap. This is where you'll find your strategy.



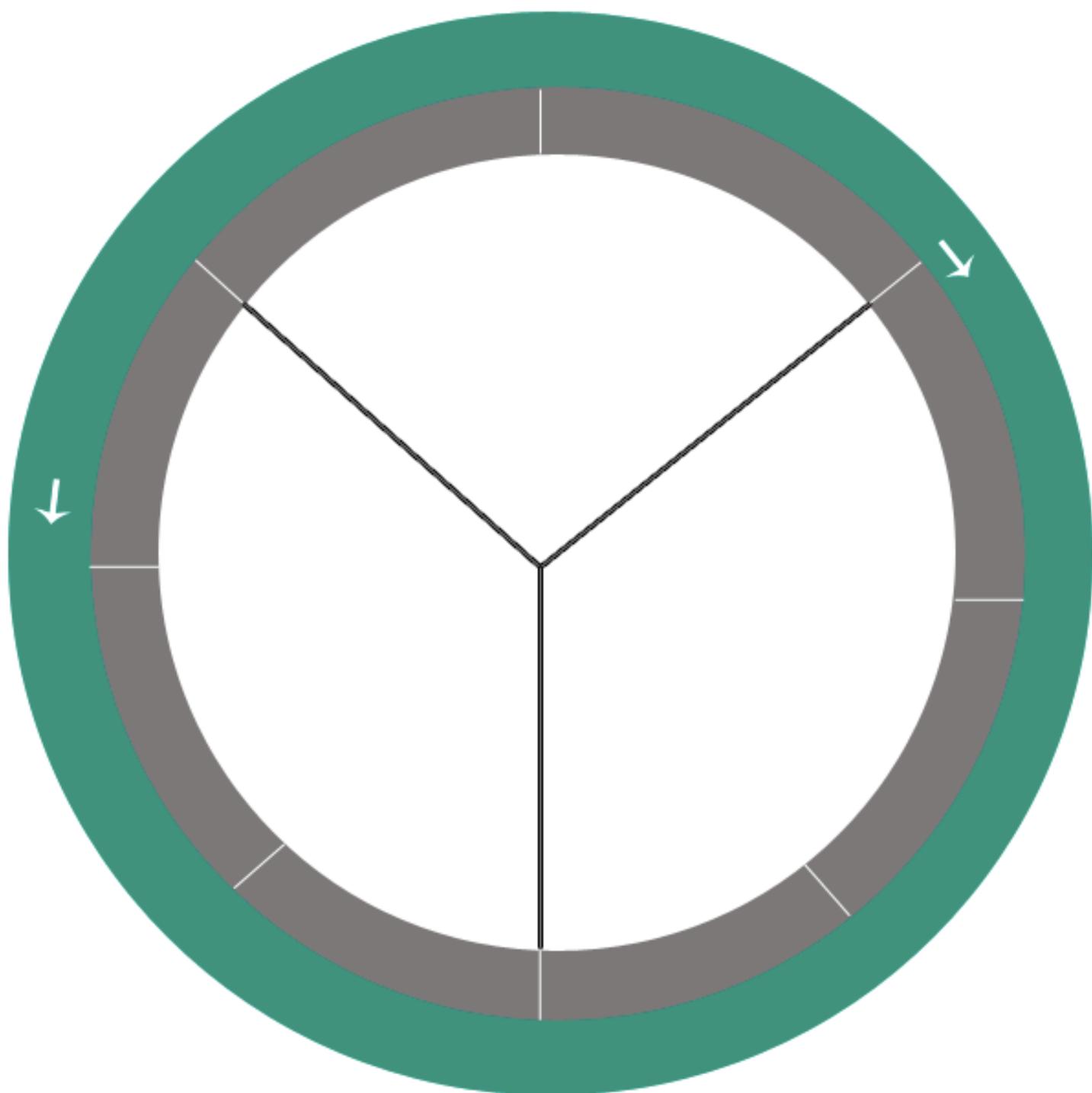
Fifth, CRAFT A STRATEGIC STATEMENT

Based on the intersection of your insights above, craft a strategic statement that will guide all your future efforts in social media:

“Our strategy is to position _____ (your organization) as _____
_____ (the big value you can provide to your most important
stakeholder group) by _____
(the approach you can take to provide that value).

Sixth, CHOOSE TACTICS AND TOPICS

Based on your strategy above, fill in the below diagram that represents the tactics, tools and topics you'll use. The outside turquoise circle should represent your over arching content theme (found in your strategy statement), the grey sections should include content buckets within this theme, and the inner white pie pieces should include the different types of content (original, repurposed, news and trends, guest posts, etc.) you want to include. Then, write the social channels you want to use around the circle. Different channels achieve different results. Discuss with Prosper PR to determine which channels are best for you.



Here ARE A FEW CHANNELS TO CHOOSE FROM

BLOG

Blogging allows you to create your own mini-media empire where your community can go to find information of interest to them.

TWITTER

Twitter isn't just for posting about what you ate for lunch. Using Twitter's powerful search features, you can find people in your area who are interested in working with your organization based on the content they Tweet about, and then you can begin interacting with them. Twitter is also a great place to showcase content from your blog or other articles you think your target might find interesting.

FACEBOOK

Facebook is a great place to interact with people you already know (and friends of friends) in order to drive engagement with your organization. Begin by creating an organization page and then liking and commenting on content from those in your target market or in related organizations.

YOUTUBE

YouTube is a great place to share behind-the-scenes glimpses at your organization. Create short videos and follow/comment on other channels in your area of interest.

PINTEREST

Pinterest is a community of virtual pinboards where users pin things that inspire them. Decide on some themes that your target market would find interesting and pin away! You'll want to repin images from others and comment on their posts to drive maximum engagement as well. Pinterest can also be a great place to showcase student work.

SLIDESHARE AND SCRIBD

Want to share useful information, student work or thought leadership with your target audience? Slideshare and Scribd are great places to do just that. Upload your own slideshows or PDFs and start collecting the work of others in your own virtual library.

Seventh, SET UP YOUR CHANNELS

I've decided to actively use and maintain the following social channels:

Channel One:

Channel Two:

Channel Three:

Channel Four:

Channel Five:

Here's what I learned from Prosper PR about setting up and managing these channels:

Here are the five things I plan to do next to get my social channels up and running effectively:

1.

2.

3.

4.

5.

Eighth, CONNECT AND INTERACT.

The most essential element of any social media effort is INTERACTION. The time you spend interacting with other, likeminded people through social media is what will truly grow your networks into valuable marketing tools. So who should you interact with? We recommend:

- Your customers, program participants or end users
- Influencers of your customers, program participants or end users
- Organizations similar to yours that may consider partnering with you for mutual benefit
- Funders, donors volunteers and others who contribute to the success of your organization.

How should you find them? Get searching! Twitter is the best place to begin. Think of keywords your stakeholder groups may be tweeting about and search for them. Start following interesting users and begin conversations with them where appropriate by retweeting their tweets, asking them questions, thanking them for providing content etc. To find your stakeholders on other social networks, start with Google, locate their websites and then click through to their social media pages, which should appear on their websites.

Ninth PLAN AND SCHEDULE YOUR CONTENT.

Managing your social channels and posting on a regular basis is hard work, but consistency is key. If you post on a regular basis at regular times, you can be sure that your community will return looking for more.

First, decide who will manage your channels. Then, determine how many original social posts you'd like them to create per day on each channel you'll use.

If you really want to improve your chances of remaining a consistent presence on social media, you should consider automating your original content. There are many free services on the market that allow you to schedule posts to your social channels for a later time. We recommend **HootSuite** (www.hootsuite.com) for our clients. If you're working in Facebook, you can also click on the little clock under the post window to schedule your posts.

Creating a content calendar with a schedule of your posts for the next month can also be helpful. Fill out the lines below and then see the blank calendar on the next page to get started planning your content.

Need MORE HELP?

Prosper PR helps clients like you succeed with social media every day. Learn more about our community management packages below.

STARTER PACKAGE

- Basic social media strategic plan
- 4 blog posts per month
- Three social posts per day (ex: two tweets and one Facebook post)
- Daily management of up to three social properties (responding to comments, optimizing content etc.)
- 3 initiated interactions per weekday
- Monthly metrics report

\$550.00/month

ACCELERATOR PACKAGE

- Basic social media strategic plan
- 4 blog posts per month
- Three social posts per day (ex: two tweets and one Facebook post)
- Daily management of up to three social properties (responding to comments, optimizing content etc.) -
- 6 initiated interactions per weekday
- Monthly metrics report

Starting at \$650.00/month

PRO PACKAGE

- In-depth social media strategic plan
- 8 blog posts per month
- Five social posts per day (ex: three tweets and two Facebook posts)
- Daily management of up to five social properties (responding to comments, optimizing content etc.)
- 10 initiated interactions per weekday
- Monthly metrics report

\$850.00/month

DELUXE PACKAGE

- Deluxe social media strategic plan
- 12 blog posts per month
- Seven social posts per day (ex: three tweets, two Facebook posts, one Pinterest pin, one LinkedIn question)
- Daily management of unlimited number of social properties (responding to comments, optimizing content etc.)
- 12 initiated interactions per weekday
- Monthly metrics report

\$1200.00/month

Don't see a package that meets your needs? Custom packages are available and can be designed to fit any budget. [Contact us to learn more about our community management services today.](#)

STRATEGY

OWNED COMMUNICATION

EARNED COMMUNICATION

PAID COMMUNICATION

TRAINING



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