

Social Media Marketing Strategy: A Tactical Plan

Introduction

Social Media and MOLAA (General)

- Social Media at MOLAA has the ability to take the place of paid advertising
- It has the potential to increase our visibility far beyond paid advertising.
- It will be a key component in bringing MOLAA to the forefront of the collective consciousness in Long Beach and beyond

PART 1: OVERVIEW

Social Media Strategic Plan

- Bench Marks (pg. 12 in handbook)
 - Social Media Audit – what are the numbers, what do they mean, and how can we use them?
 - Benchmarks and objectives should be kept transparent
 - How do we get there?
 - Importance of MOLAA's Social Media being a team effort.
- Two Categories of Social Media (pg. 2 in handbook)
 - Routine Maintenance
 - Custom Content Development
 - Custom content creation will aid in building new awareness streams to the MOLAA brand.
- Social Media Strategy Orbit (pg. 5 in handbook)
 - Description of the orbit
- Social Media Platform Strategy (pg. 10 in handbook)
 - Facebook, Instagram, Snapchat, Twitter, YouTube

PART 2: TACTICAL PLAN

The Importance of Social Media Planning:

- Dreamland
- Air BnB & Chicago Institute of Art
- Fusion

Step 1: Company Buy In:

- In order to achieve the objectives that have been set out by Marketing and Dr. Ramos, it's very important that there be a high degree of collaboration across all departments.
- Your input is needed in order to maximize the effectiveness of your events and initiatives.
 - Open dialogue
 - Listening Tours once a month

Monthly Meetings:

- **Short monthly meetings to go over:**
- Campaign effectiveness
- Objectives of your department
- How can social media help you? How can social media do better?
- Any updates

Step 2: Materials:

With respect to the integrity of the strategic planning of social media campaigns, it's important that I receive the following:

- Materials from each department who wish to promote their event.
- **Social Media Marketing Input Form** (Available on the Intranet)
- The more information the better
 - Event demographic, images, factoids, interesting information, etc.
 - If I have the above information I can target different audiences appropriately.
- Materials **MUST** be submitted **NO LATER** than **3 WEEKS** before the event.

Step 3: Administrative Privileges/POSTING :

If certain departments have administrative privileges:

- Designate only **ONE** member of the department to post
- If a designated person other than New Media is posting, that person **MUST** communicate with New Media first as it might conflict with a current social media campaign timetable.
- Be responsible with the number of posts you create. The public doesn't like to be inundated by the same promotional material.
- Designated person must still fill out a **Social Media Marketing Input Form**
- When posting events – keep in mind:
 - With calls to action, a “no-obligation” statement removes or reduces risk. For example: Like free stuff? We're giving away free headphones to those who sign up now” will almost always perform better than “JOIN US NOW and receive a free pair of headphones!” because you are taking the obligation off of the audience.
- Marketing will then develop unique strategy specific to the event based on the materials we have at hand.
- If there's an emergency or something **NEEDS** to be posted email New Media or come by the Marketing Department to discuss
- If there's a weekend event and New Media is unable to post, designated person should post within the tone/style guidelines

WHEN POSTING, THE TONE AND LANGUAGE MUST FIT WHAT'S LISTED WITHIN THE GUIDELINE

PART 3: TONE

Open discussion on social media tone.

- Examples of Tone in social media
- *Once we agree on a tone, language and character, those qualities must be adopted and used in every social media post beginning on the effective date of the Social Media Strategic Plan.*

Questions:

What do you all want from MOLAA? Where do you see MOLAA going?

How do we respond to other organizations?

How do we respond to user's comments?

What do we sound like? Who do we want to sound like?

What kind of language will we use?