



Social Media Department / Program Strategy Worksheet

The Office of Communications and Marketing has created the following worksheet for those who manage an official social media presence for their university unit. After receiving authorization from your department to use social media for university business, print this worksheet and complete to the best of your knowledge.

Part I: Department / Program Information

Department / Program: _____

Name of Social Media Program-level Manager: _____

Have you reviewed the George Mason University social media onboarding information?

<https://webinfo.gmu.edu/guidelines/social-media-onboarding>

Yes No

Is your audience already using social media?

Yes

No (if selected, reconsider using social media to reach your audience)

Part II: Identifying you Audience

Answer the following questions thoroughly and to the best of your knowledge.

Who are you trying to reach? (Check all that apply)

- | | |
|--|--|
| <input type="checkbox"/> Current students | <input type="checkbox"/> Faculty |
| <input type="checkbox"/> Prospective students | <input type="checkbox"/> Staff |
| <input type="checkbox"/> Prospective employees | <input type="checkbox"/> Alumni |
| <input type="checkbox"/> Donors | <input type="checkbox"/> General Mason Nation fans |
| <input type="checkbox"/> Community members | <input type="checkbox"/> Other: _____ |

What are your goals in using this site? (Check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Raise awareness of department | <input type="checkbox"/> Build / maintain connections with audience |
| <input type="checkbox"/> Drive traffic to website | <input type="checkbox"/> Build / maintain connections with audience |
| <input type="checkbox"/> Recruit new students | <input type="checkbox"/> Recruit new employees |
| <input type="checkbox"/> Promote event/ program/ service | <input type="checkbox"/> Identify/ address issues |
| <input type="checkbox"/> Other: _____ | |

What metrics will you use to measure your success? (Check all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Fans / followers / subscribers | <input type="checkbox"/> Submissions |
| <input type="checkbox"/> Likes / favorites | <input type="checkbox"/> Website traffic |
| <input type="checkbox"/> Comments / replies | <input type="checkbox"/> Click-through rate |
| <input type="checkbox"/> Shares / reblogs / retweets | <input type="checkbox"/> Keyword / hashtag use in conversations |
| <input type="checkbox"/> Direct messages / mentions | <input type="checkbox"/> Other: _____ |

In order, please rank the following social media platforms by what you believe to be the usage for your audience.

Rank	Platform
	Facebook
	LinkedIn
	Twitter
	Pinterest
	Instagram
	Google+
	YouTube
	Snapchat

How does this social media site support the mission of your department?

Who will manage your social media account?

How much time do you plan to spend on this site each day? *(Think updates, design, monitoring, reporting, user comments and questions, direct message response, etc.)*

What type of content will you share?

Where will you get your content?

How often will you post new content?

Can users submit/post content to your social media page? If so, what is the criteria?

What type of content is inappropriate for users to post on your social media page?

How will you address inappropriate comments?

How will you publicize your social media presence? (e.g. newsletters, email signature, etc)

INTERNAL USE

Part I: Orientation Checklist

- Review social media policy
- Meet with marketing team
- Complete social media worksheet with marketing
- Create department / program social media plan
- Scheduled date for meet back and review of plan (90 days after site creation)

Part II: Social Media Sites

Which sites agreed to:

Name(s) for site(s):

List of Department / Program Administrators:

Marketing Access Granted
Date:

Passwords Shared
Date:

Graphics Created and Shared
Date:

Update and Monitoring Plan: