

# Social Media Plan

Set S.M.A.R.T. Goals

Know Your Audience/Stakeholders

Check Out the Competition

Social Media Audit

Set Up Accounts or Improve Profiles

Create a Content Calendar

Create Content Tools & Tips



# Set S.M.A.R.T. Goals

Use the S.M.A.R.T. goal framework. It will guide your actions and ensure they lead to real results.

Each goal should be:

- Specific
- Measurable
- Attainable
- Relevant
- Time-Bound



Example: I will double the amount of content posted on Facebook weekly to engage with stakeholders and increase awareness of our school. The goal is to have a weekly follower increase of at least 5 people. I will check my overall followers weekly to see if this method works.

# Audience

Knowing who your audience is and what they want to see on social media is key. This is critical if you want to turn followers into advocates/brand ambassadors.

## Market Research for Catholic Schools

- Catholic Parents Believe
  - Academics are most important
  - Catholic schools can differentiate on moral/value development
  - Perceive Catholic schools are safer and more disciplined

## Example

Who: Target the base (Parents/Catholics)

What: With a message that emphasizes a key differentiator for Catholic education – morals, faith/service, academics.

How: By leveraging social media and word of mouth channels.



# Friends & Competition

Use social media listening: An easy example of this would be to compare the performance of your page and posts with similar pages on Facebook.

## How To:

1. Scroll down to Insights and click "See all"
2. Scroll down to "Pages to Watch"
3. Click "Add Pages" search for similar pages to compare performance

Tip: A great way to grow your social media presence is to share and like content from other schools and like organizations.



Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

[Add Pages](#)

Page	Total Page Likes
1  John Carroll Catholic Hi...	3.7K 
2  Saint Edward's School	2.6K 
3  St. Helen Catholic Church	1.7K 
4  Master's Academy of Ve...	1.1K 
YOU 5  St. Helen Catholic School	1.1K 







# Social Media Audit

A social media audit is an inventory of your current social accounts that measures the progress of your marketing goals. It helps identify strengths, weaknesses, and steps to improve results.

**01**

Create a list of your social media accounts

**02**

Evaluate each account for brand integrity

**03**

Identify your top-performing social media content & evaluate performance

**04**

Track results over time

**05**

Take action: Update your social media strategy

**06**

Centralize account ownership



# Set up accounts and improve profiles

Write out a mission statement for each network. A one sentence declaration to keep you focused on a specific goal.

Example: We will use LinkedIn for promoting job openings and our company culture.

Improve Existing Profiles:

1. Make sure you fill out all profile fields
2. Include keywords people would use to search for your school
3. Use consistent branding across networks so your profiles are easily recognizable
4. Use high-quality images
5. Verify your account: [Facebook](#), [Instagram](#) and [Twitter](#)
6. Draw Inspiration from other school pages



# Create a Content Calendar

- Doesn't have to be fancy! Use something as simple as a desk calendar, google calendar, or outlook calendar.
- Helps to make sure your posts are spaced out appropriately and published at the best times to post.

Tip: Use the 80/20 rule to make sure you have the right content mix

- 80% post will inform, educate, or entertain
- 20% post will promote brand



# Some Tools & Tips



## Canva

- FREE online graphic design tool.
- Easy to use and will allow you to flex your creative muscles.
- Canva Pro features are FREE to educators.
- [www.canva.com/education/](http://www.canva.com/education/)



## Hootsuite

- Plan and create posts to every network.
- Once you have your social media content calendar planned, use scheduling tool to prepare posts in advance rather than updating daily.
- Review the performance of all your posts on every network in one place.
- [Video How to Build a Powerful Social Media Strategy](#). (FREE TEMPLATE)
- Professional Plan \$164.64 non-profit rate
  - 10 social profiles, unlimited scheduling, and real-time analytics



## MailChimp (FREE)

### Create Email Campaigns

- Weekly Newsletter
- Fundraising
- Special Events