

Strategic Social Media Plan

ePortfolio General Outline

Ways to Create:

Canva (Strongly Recommended), Google Slides, Powerpoint, Word Doc, WordPress, Wix. Points will be earned/deducted for appearance.

First, students will submit a blank portfolio template per the course assignment.

TABS/PAGES TO BE INCLUDED

(Assignment due date in course schedule)

Part One: Introduction to the Portfolio

1. Self Introduction

- a. Paragraph about *you* as a professional
- b. Resume
- c. LinkedIn profile link

Part Two: Organizational Background

2. Organization Background (*background of chosen organization*)

- a. History
- b. Vision and Mission Statement
- c. Diversity, Equity, and Inclusion Statement

3. Social Media Communication Audit (*choose **three** most prominently used platforms*)

- a. Briefing/ short report (1 page min to 3 pages max)
 - i. Audience is a prospective employer
 - ii. Professional, yet concise language
 - iii. Portfolio page will highlight/summarize the main points
- b. Portfolio Page(s); for **each** platform chosen, include the following:
 - i. Describe types of content (e.g., is there a variety or is it one note?)
 - ii. List the trends and if they are up to date or not
 - iii. How do they follow the standards and norms for the platform
 - iv. Describe brand consistency standards
 1. Fonts
 2. Consistent Logo

- 3. Slogan
 - 4. Colors
 - 5. Tone (professional, casual)
- v. Describe influencers associated
 - 1. Personability
 - 2. Following trends/Up to date?
 - 3. How do they meet mission and vision statements, tone, etc.
- vi. Community assessment
 - 1. What type of characteristics does the community have?
 - 2. How much does the organization enter into the conversation?
 - 3. Responding to Audience and Feedback - negative/positive?
- 4. SWOT Analysis
 - a. First, develop a visually appealing SWOT analysis graphic
 - b. Next, create a Strategic Implication Action Plan
- 5. Audience Analysis & Segmentation
 - a. Who the organization is talking to
 - i. Demographics
 - ii. Psychographics
 - iii. etc...

Part Three: Content Creation

- 6. Advertisement Samples (*minimum three samples; one per platform*)
 - a. Create at least one advertisement for each of the three platforms from your Communication Audit
 - i. If your organization does not have three existing platforms, you can simulate a new platform
 - ii. For example, a newsletter, blog, or other direct mail
 - b. The advertisement should be for the same product or service on all platforms so that you can show you demonstrate how to create platform-specific content
 - c. Revisit the [content creation](#) and [writing samples](#) slides as needed to help create relevant content.
 - d. Don't forget social media posts should always start with...
 - i. Purpose (correct weaknesses/threats or capitalize on opportunities from SWOT)
 - ii. [SMART](#) goals

- iii. Specific Target Audience
- e. You should have a brief summary of your purpose, goals, and target audience in a short paragraph or bulleted explanation at the top of your advertisement page.

7. [Writing Samples](#) *(three unique samples)*

- a. Suggestions:
 - i. Correct weaknesses/threats or capitalize on opportunities from SWOT
 - ii. Reply to Customer Testimonials
 - iii. Image Captions
 - iv. Tiktok skit ideas
 - v. Appreciation posts
 - vi. Replies to Negative Post
 - vii. Promotions

8. Crisis plan

- a. Crisis Comm
 - i. Tips for Crisis Communication and Sample Crisis Plans
 - ii. Dealing with Social Media Crises
 - iii. Social Media Crises Assignment

OPTIONAL CONTENT:

- [Memes](#)
 - Create for different platforms (funny, serious, heart-wrenching/emotional)
- [Influencer](#)
 - Create an Influencer Campaign or
 - Analyze their current influencer