

Creating a Social Media Plan that Gets Results

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Why Create a Social Media Plan?

- You can't just "do social"
- Being realistic about your **competition, budget, staff, timeline** and **goals** is important
- No plan = no expectations = no structure = no engagement

A Social Media Plan Has Two Parts

THE SOCIAL MEDIA PLAN

The “planned” stuff — goals, deadlines, key dates, campaigns, budgets, etc.

THE REAL, SPONTANEOUS RESPONSIVENESS

We can't always predict when there will be an epic photo opportunity or mean comment.

Pre Social Media Plan

1. Research your competition on your own
2. Research the social media industry
3. Do a content inventory
 - Photos, videos, viewbooks, testimonials, blogs, etc.
4. Know your differentiators



STEP-BY-STEP SOCIAL MEDIA PLAN

STEP 1

Set a Social-Media Specific Goal That Aligns to Your Overall Strategy

STRATEGIC GOAL 1:
Increase number of enquiries from local students

STRATEGIC GOAL 2:
Increase awareness about our Fundraising Campaign

STRATEGIC GOAL 3:
Improve our online brand and reputation

STEP 1

Set a Social-Media Specific Objective That Aligns to Your Overall Strategy



What happens if we don't have strategic goals?

Social Media Specific Goals Work Too!

BRAND AWARENESS

Measured in follower counts and reach of posts

DRIVE WEBSITE TRAFFIC

Use GA to track referral traffic and bounce rates

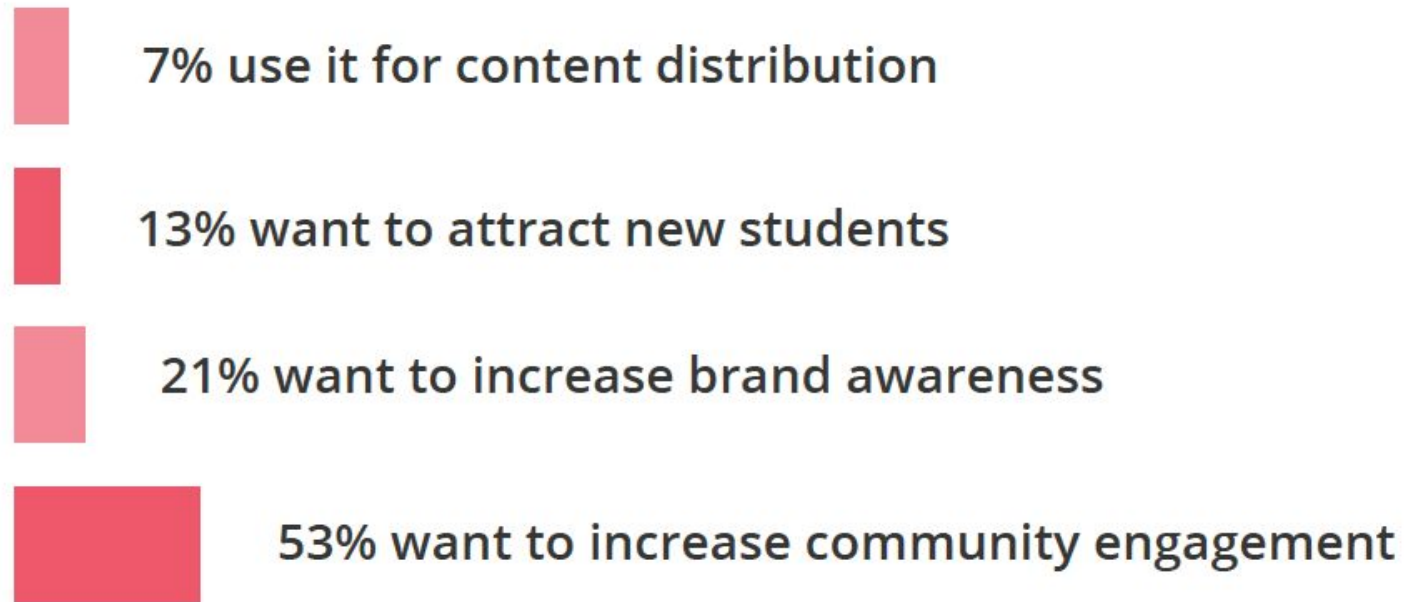
GENERATE NEW LEADS

Monitor clicks and conversions

INCREASE ENGAGEMENT

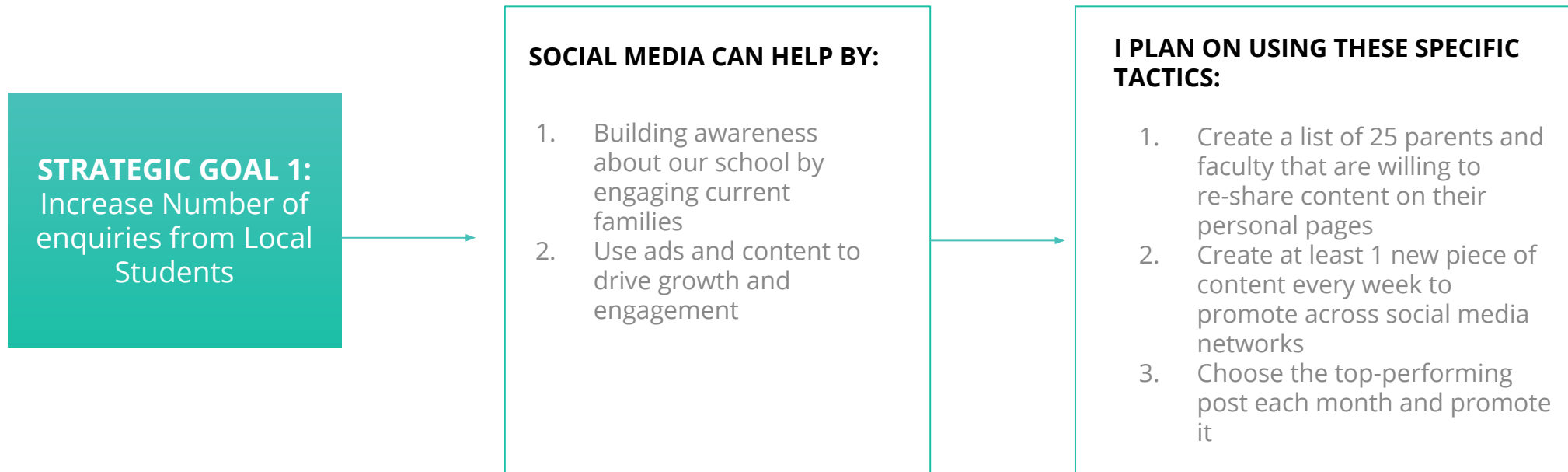
Likes, shares, comments, mentions, etc.

Goal Setting: Peer Comparison



STEP 2

Create a list of Tactics



STEP 2

Create a list of Tactics

**INCREASE
ENGAGEMENT**
Likes, shares,
comments, mentions,
etc.



I PLAN ON USING THESE SPECIFIC TACTICS:

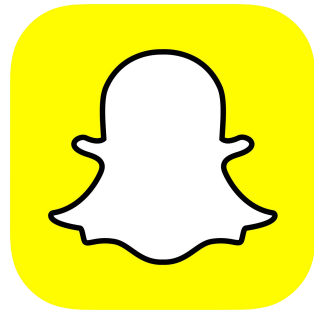
1. Posting at least 3x per week
2. Setting aside 60 minutes each day to respond to comments and interactions
3. Making a list of parents, students and faculty who can be "brand ambassadors" to share content

STEP 3

Determine Which Social Media Networks Work for Your School/Goals



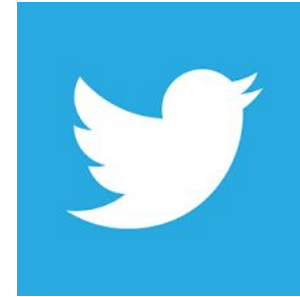
- PARENTS
- GRANDPARENTS
- SOME STUDENTS
- MILLENNIALS



- CURRENT STUDENTS
- GEN Z



- CURRENT STUDENTS
- MILLENNIAL PARENTS



- CURRENT STUDENTS
- MILLENNIAL DADS



- ALUMNI
- FACULTY



- MILLENNIALS

STEP 4

Conduct a Competitive Analysis

- Who is your competition locally? Nationwide? Internationally?
- What social media networks are they on?
- How does your presence compare?
- **IMPORTANT:** Don't just do what the competition is doing.

STEP 5

Do an Audit, or Get One

- Data-driven decisions
- Excellent starting point
- Social media “state of the union”
- Helps to plan your strategy

4 Key Benefits of Your Social Media Audit



In-Depth Analysis

In the audit, we will provide you with an in-depth analysis of how your brand is perceived on social media, the performance of your social media efforts to date, and a complete competitor analysis. For most schools, this report is more than 25 pages long.



Recommendations for Improvement

We won't leave you hanging with an analysis — our team of social media experts will provide helpful recommendations for improvement that are specific to your school's presence.



One-on-One Consulting

In addition to the analysis and recommendations, you will also have a one-on-one consulting call to discuss our findings — giving you an opportunity to ask as many questions as you'd like!



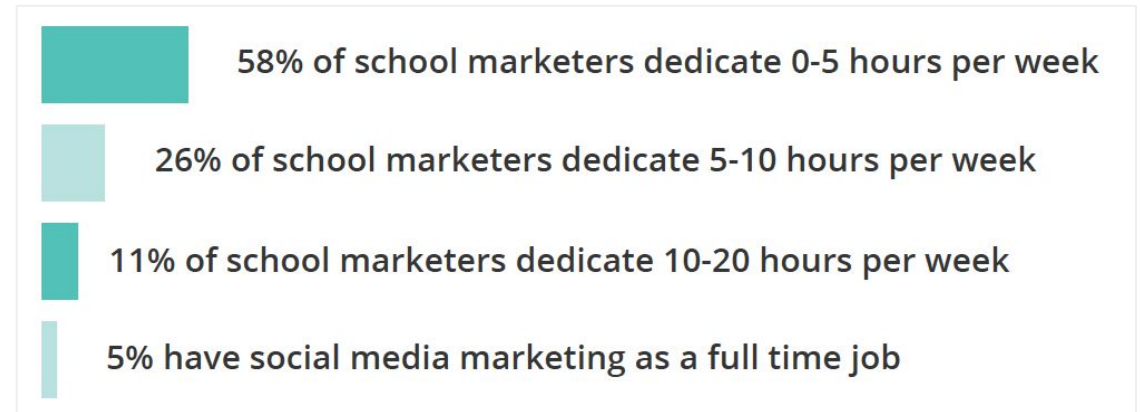
Exclusive Free e-Book

While Finalsité is known for its library of free resources, with the purchase of this audit you'll receive our eBook *Community Engagement Best Practices Guide for Schools* — only available to those who purchase the audit!

STEP 6

Set Expectations

- How many hours can you devote each week?
- How many times will you post each week?
- Who is involved?
- Will you use hashtags? Is there a branded hashtag?



STEP 7

Set an Ad Budget

Low-End: \$250

Middle Ground:\$500

High End: \$600




Is there an amount that's "too little?"

A good rule of thumb is a minimum of \$200/month per social network. Any less will be difficult to generate the necessary exposure needed for interactions/traffic.


STEP 8

Create Landing Pages



WHITFIELD SCHOOL

COLLEGE COUNSELING EMPOWERS STUDENTS TO REACH THEIR TOP SCHOOLS



100%
PLACEMENT TO FOUR-YEAR COLLEGES

\$2,200,484
PER YEAR IN HONORARY SCHOLARSHIPS IN RECOGNITION OF OUR CLASS OF 2019'S ACHIEVEMENTS

Our goal is to make our students' college searches as smooth and stress-free as possible.

Communication is crucial; we strive to maintain balanced communication between students, parents, and counselors. Our focus is on our students — helping them learn more about themselves so they can conduct thoughtful, thorough college searches.

Whitfield School is recognized locally and nationally for its exceptional college counseling program.

The dynamic team of Director of College Counseling Sara Ringe and Assistant Director of College Counseling Beth Wilner provides a student-centered, highly personalized approach that empowers students to reach their top choice schools in a low-stress way.

“Our process differs from other schools in the extraordinary level of individualization, the curricular integration and an emphasis on empowering students to take ownership of their college search.”

—Sara Ringe, Director of College Counseling

“Every college counseling program intends to help kids gain admission to great schools, but our program focuses on what is personally the right school for each specific student and family.”

The individualization is a direct result of Whitfield's school size, 410 students for the 2016-17 academic year. Because each counselor only works with 30-40 seniors each fall, Ringe and Wilner are able to provide a level of service to students and families that larger schools cannot.

Whitfield will send you more

[READ THE ARTICLE](#)

[COLLEGE LIST](#)

[VISIT OUR WEBSITE](#)

[LEARN MORE](#)



THANK YOU FOR INQUIRING! WE WILL REACH OUT SHORTLY! FEEL FREE TO READ MORE BELOW:

COLLEGE COUNSELING EMPOWERS STUDENTS TO REACH THEIR TOP SCHOOLS



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STEP 9

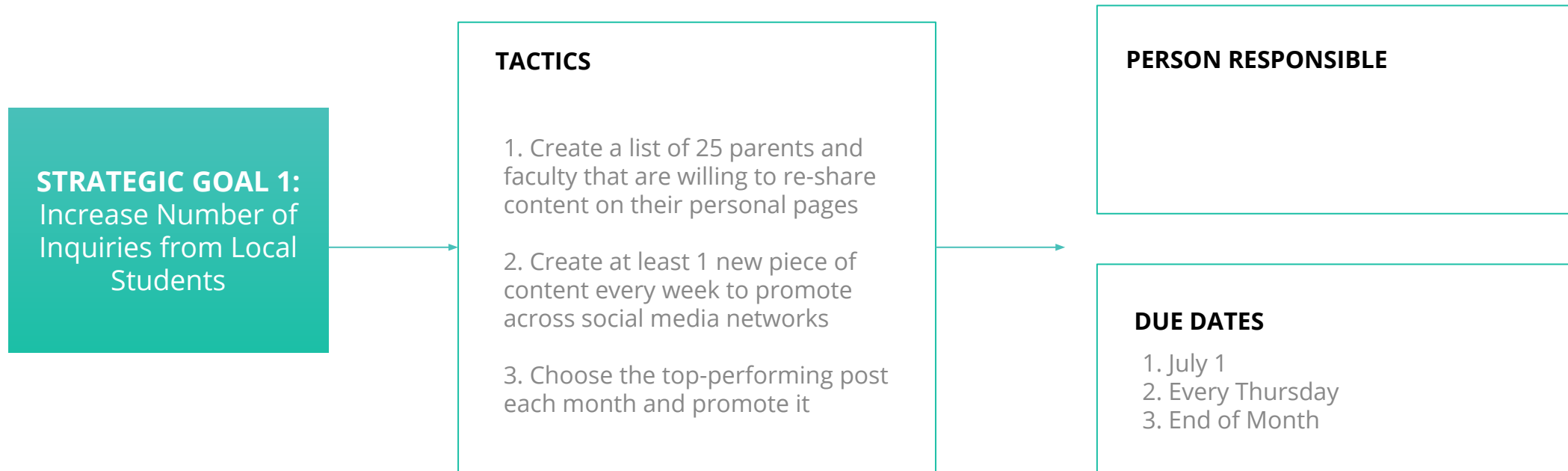
Plan Content Distribution

- Start with your **differentiators**
- Filter all content with “does this align with our **mission**”
- Align with academic, event, Sportss and admission **calendars**



STEP 10

Assigns Tasks and Set Deadlines



STEP 11

Expect the Best, Plan for the Worst

- Contingency Plans
 - Bad Reviews
 - Negative Comments
 - Angry Community
- Determine HOW you will interact with your followers.
- What happens when the “plan” doesn’t work?

STEP 12

Analyse and Adapt

- Use Facebook & Instagram Insights to monitor engagement
- On-the-fly engagement matters

Thank You!

Be sure to continue to share your conference experience using the #FinalsiteU hashtag.

Join our school marketing community

<https://www.facebook.com/groups/SchoolMarketingCommunity>



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