



# CENTRAL MICHIGAN UNIVERSITY

## Social media strategy worksheet

Date updated: June 2021

This worksheet is required for all official CMU social media accounts. Please fill out the following sections and submit the completed form to the University Communications social media team at [socialmedia@cmich.edu](mailto:socialmedia@cmich.edu).

**Area:** What college, department or service unit will this/these social media account(s) represent?

**Social Media Managers:** Social media managers are designated full-time employee or staff members responsible for monitoring official CMU social media platforms; creating content; maintaining compliance with laws, regulations and policies; and overseeing others who help with day-to-day social media management. Every official account must have two registered managers and a maximum of four.

List name(s), title and email address(es) of the designated social media managers.

Name	Title	Email

**Social Media Moderators:** Social media moderators are the additional student interns, graduate assistants or other full-time employees or staff who assist social media managers in the day-to-day oversight of social media management.

List name(s), title and email addresses of the designated social media moderators.

Name	Title	Email

**Goals:** List two-three goals you are plan to accomplish utilizing social media. Things to consider:

- How does the proposed social media presence tie into your overall communications strategy within your department, college or service unit?
- How does this social media presence align with the goals of your college, department or service unit?
- How does this social media presence differ from the website, marketing and other social media efforts within your department, college or service unit and CMU as a whole.

**Channel:** Identify the platform(s) that your college, department or service unit wants to make. The following options are supported: Facebook, Facebook Groups, Twitter, Instagram, LinkedIn and LinkedIn Groups.

**Audience:** List the primary and secondary audiences you plan to target with your proposed social media account(s). For the primary audience, explain how this/these platform(s) will effectively reach them. Provide evidence and/or examples of institutions effectively reaching this audience through these channels.

**Content:** List the content topics and types you plan to share, and how you plan to target your above audience using this content. Note how this differs from content already being shared within your department, college or service unit and CMU as a whole.

**SMART Goals:** Set your SMART goals. SMART goals are **S**pecific, **M**easurable, **A**chievable, **R**elevant and **T**ime-bound. List two-three SMART goals you plan to work towards this fiscal year with the proposed social media account(s).

**Objectives and tactics:** What are the objectives and tactics you are going to utilize to reach your smart goals? List two-three objectives and tactics for each SMART goal you created.

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