TRAINING INITIATIVES FOR NEUROLOGY ADVOCATES

e-Advocacy: Developing a Social Media Strategy

COURSE NOTES AND EXERCISES

SOCIAL MEDIA STRATEGY

EFNA
EUROPEAN FEDERATION OF NEUROLOGICAL ASSOCIATIONS

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SOCIAL MEDIA STRATEGY - OVERVIEW

DEFINITION

The process of people using online tools and platforms to share content and information through conversation and communication.

A social media strategy is the summary of everything you plan to do and hope to achieve using social networks.

Your plan should comprise:

- an **audit** of where your social accounts are today
- **goals** for where you want them to be in the near future
- the social **channels** and **tactics** you will use to get there
- strategies for **content creation**
- **monitoring** tools to keep you on track
- **metrics** to evaluate progress.

Think of a strategy as a roadmap.

Having a clear direction means you will be focused on what you need to do to get to where you need to go and will therefore spend less time thinking about what to post or scrabbling for content at the last minute. The plan will guide your actions, but it will also be a measure by which you determine whether you're succeeding or failing.

1. Setting Goals and Objectives

What do we want to achieve?

Defined goals drive your strategy . Without goals, you have no means of gauging success or proving your social media return on investment (ROI). Like a car journey without a route or destination, a social media campaign without an objective is aimless and hard to execute.

While raising awareness of your cause is the ultimate goal, objectives are the exact steps you must take to reach the goal.

Make them SMART

By having goals that are clear, specific, and measurable, you'll save on time and effort, and get closer to your ultimate destination.

Goal Setting Exercise

My social media marketing goals are:

Goal #1:

Goal #2:

Goal #3:

Now let's make them SMART. For a goal to become a reality it needs to be specific, measurable, attainable, relevant and time-bound (SMART).

Goal	Specific	Measurable	Attainable	Time Specific
Goal #1				
Goal #2				
Goal 3				

2. Defining Audience(s)

Who Do we want to reach?

Before you jump into the tactical details of your social media strategy, it's critical that you take the time to find and understand your audience. Your audience is made up of different stakeholders and part of your campaign plan will be developing different strategies to reach each of your demographic.

Who is already engaging with us?

Start by understanding who is already engaging with you on social media.

TOOLS YOU CAN USE

- Google Analytics
- Facebook Insights
- Instagram Insights
- Twitter Analytics

AUDIENCE SEGMENTATION

Normally an organisation has too many segments it would like to reach. Targeting is about choosing which ones to prioritise. By dividing the whole market into segments of people who you think are particularly important for your organisation you can reach them more effectively.

Segmenting and prioritising audiences improves reach, enhances relevance and helps put your resources to the best possible use.

Develop audience personas

The best way to do this is to create audience personas for each one of your demographics. Developing personas can help you set the tone, style, and delivery strategies for your content.

Delve into audience demographics - their gender, age, location, etc. Give your personas real names and lives. Having a visual of who you are writing for will help you to "speak" through your content as if you are talking directly to them.

LEARN MORE

- Make My Persona

3. Choosing Platforms

Where will we reach them?

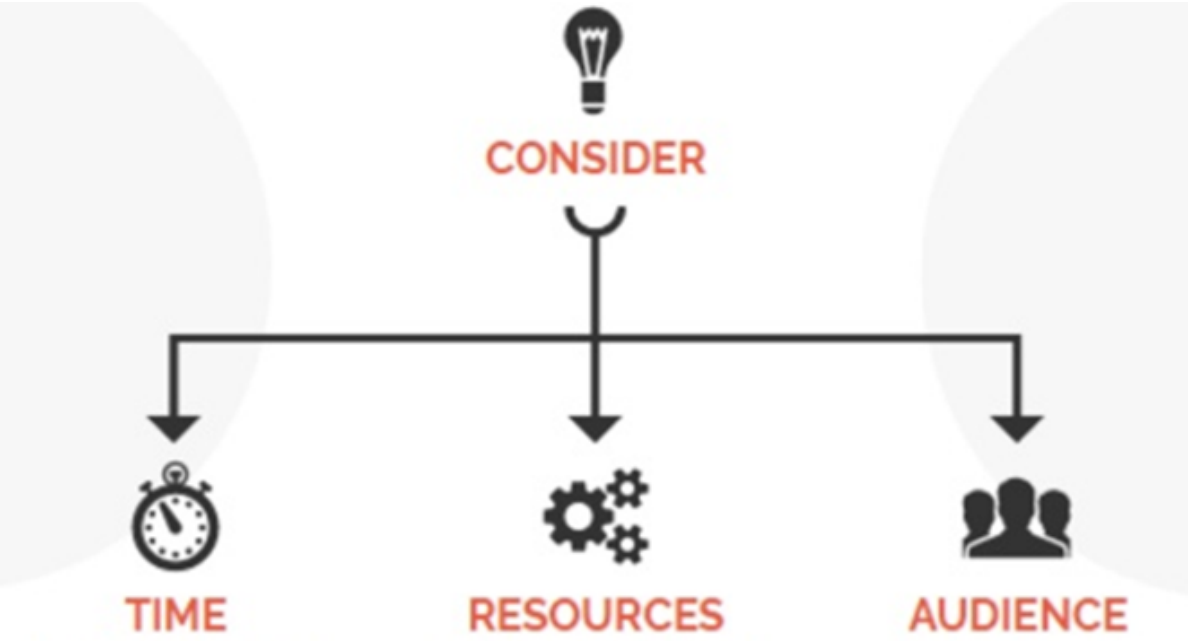
Start by researching the platforms your followers are already using.

Tools you can use

- Google Analytics
- Survey Monkey; Google Forms
- Statista; Global Web Index

Considerations

- Consider resources you'll need (including time)
- Is your audience active here?
- Start small and add more platforms



Learn More

- How To Choose The Best Social Network For Your Audience
- Going Beyond Facebook: 18 Niche Social Media Sites You Should Explore
- A 10 Point Checklist For A Social Media Audit

4. Content

WHAT WILL WE SAY?

When you are thinking about what forms of content to create, it's important to first understand where you will be sharing it. Many social media platforms lend themselves more naturally to specific types of content. What is good content on one platform isn't necessarily good content for another platform. Also consider what types of content your audience consumes and engages with most readily (you should know this from your audience personas).

Content is Determined by Platform

Overview: Big 3

Twitter is a good platform for short-form, real-time, in the moment, conversational content with high interactivity.

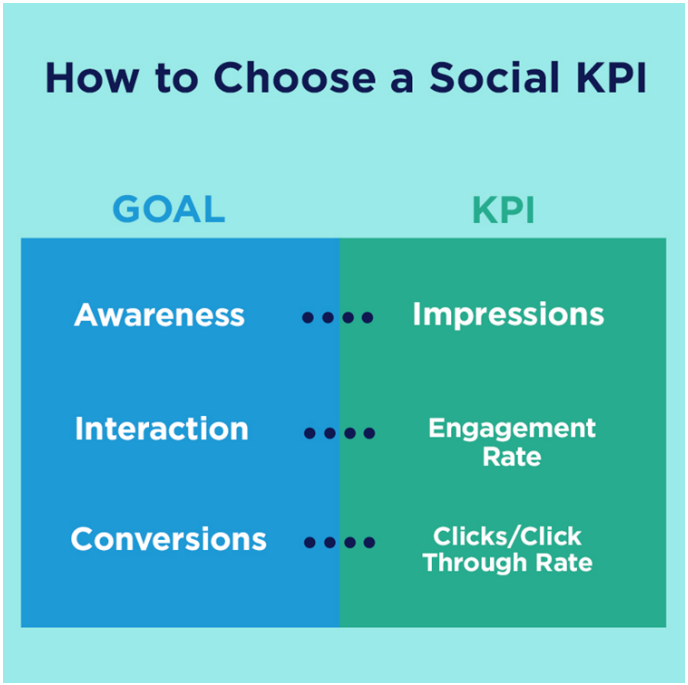
Facebook is good for content sharing of various types, especially video short-form content.

Instagram is a highly visual platform, effective for storytelling and connecting opportunities in visually appealing ways.

5. Metrics

What will we measure? How will we measure it?

Before you start measuring, establish Key Performance Indicators (KPIs) and relevant benchmarks.



Considerations

- Set reporting frequency and which tools will be used (free vs paid tools)
- Test and learn
- Optimize content in response

Tools you can use

- Facebook Insights (free)
- Instagram Insights (free)
- Twitter Analytics (free)
- Sprout Social (paid)
- Tailwind (freemium)*
- HootSuite (freemium)
- Buffer (freemium)

**some elements free, but to access more features you will need to pay.*

My Notes

Use this space to jot down additional notes