

## Vacation Planning for Social Media

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*Summer is upon us and the holidays loom for the organisation's employees. Do you have an eye on who is doing social media channels this summer? Or do you let social media go on the backburner?*

The greater presence an organisation has on social media the more urgent it becomes to actually plan for the summer season. It's about not losing the audience's attention, being on hand if small issues arise and in the worst case if an emergency arises.

Here are some brief tips:

### **1st - Plan content**

If you do not already have it - set up a **publishing schedule**. This is linked to the organisation's overall communications plan. Note from day to day, what will be published in the channels. Leave gaps for spontaneous dialogue. To actually have a detailed list of posts continuously provides security for the temporary staff that has to help out. It also provides a guarantee that important events and activities are not forgotten in communication.

### **2nd - Plan responsibilities**

Social media is NOT a concern for just one or two people. In a larger organisation many must be involved. Having an editorial team that goes across the organisation is always good. Then involve all parts to ensure critical tasks are always caught up in communications planning. Specially build a team that can continuously publish in social

media channels and also take responsibility during the holiday weeks when maybe only a few are available.

Train employees in the different tools. Listen and take into account the wishes and possibilities. Everyone cannot usually publish all channels. Some are more comfortable with their favorite channels. Ensure that staff have available the tools they need e.g. Instagram requires smartphones. To publish to Facebook requires image editing, and so staff must have to hand the software for the purpose e.g. Photoshop Elements, and must know how it works so they upload images to their computer and then create albums or posts on Facebook.

Start at the right scale. Do not make beginners responsible for multiple channels for a long time. Practice with small activities first. By involving more people we discover more about our internal resources and can then allocate personnel that are specifically suitable for communication activities in social media.

### **3rd Decide the level of presence**

Some organisations have a really high season in summer, and then it's time to think about campaigns and special initiatives. For other organisations, it is calm and when it is more about **maintaining a good flow** on the publication in the social media channels, and not on specific campaigns that require additional resources in terms of money and personnel.

**It is important not to have a vacation for your social media.** This is about social media presence, not just to publish. Maintain the dialogue started and (as always) listen to the views - both critical and positive. Watch spam, advertising messages and anything else that comes in at the page flow or comments.

Arrange holiday cover if necessary, always have someone around that can support and assist with monitoring and analysis. Social media is immediate. It is therefore not possible to react in August to something that takes place in July.

### **The social organisation**

To have continuous readiness for work with social media on a broader level, is to get one step closer to moving communications work within the organisation. It is a process where the first step is to learn how to use social media and learning to listen and where the goal is a changed organisation - not to stop at the tools in the first place.

Suggested Reading: For those who want to immerse themselves in the development of organisations' use of social media is recommended Brian Solis's excellent article [The Gap Between Social Media and Business Impact: 6 stages of social business transformation](#) .

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