

Social Media Strategy

Social Media Strategy for:

Now you know more about social media and the different audiences, you can plan what you want to get out of using it. As a leader of a heritage organisation, it is useful to develop a coherent strategy to achieve your aims and measure your progress on the way. You can type directly into this document and save a copy to refer to or update later.

1. What does your organisation need?

2. Who are your potential audiences?

3. How do similar organisations use social media?

4. What social media accounts do you currently have and which platforms might you use as well?

When you have audited the use of social media in your organisation and compared it to others you can:

1. Schedule regular social media posts at times when your audience are online.
2. Create content and share it with audiences.
3. Track engagement with your posts and new followers. Has this caused higher visitor or volunteer numbers, benefitted fundraising and/or raised the profile of your organisation?