Considering Social Media Worksheet

Establishing a social media presence at Brandeis University takes time, resources and strategy. Use these questions to help determine whether or not social media is a good fit for your department, office or school. When creating a new presence, send the completed worksheet to social@brandeis.edu for review.

**Purpose**

Why would you like to participate in social media?

**Target Audience(s)**

Who will be reading and commenting on your social media posts? Who are you trying to engage? Is the audience you want to reach on the social media channels you are considering? How will you let them know you are there?
Objectives/Goals
What goals do you hope to achieve with these social media channels? What are the key messages you’d like to convey to your audience(s)? How will you engage with other users of the platform? Social media channels are conversations, not outlets to simply push your own content, so you must consider how you will interact with other users.

Content
What kind of information will you share to help achieve your goals? Do you have content to share? If not, where will you get the content? How will this differ from your primary website and your other communications outlets? How will it support your goals for your website and complement your website content?

Channels
What channel(s) are you considering and why? Why are they the best channels for your audience(s) and your goals?
Execution & Maintenance

- Who will establish your account?
- Who will be the administrator?
- Who will maintain it each day?
- Does the daily manager know enough about your goals and strategy, as well as the channel to properly manage it?
- Do you have the time to properly manage this channel? Social media accounts must be logged into daily but the needs of each platform vary. Twitter, for instance, requires many more updates a day than Facebook, which needs to be monitored but not updated each day.
- How will you make a connection to other Brandeis social media channels?
- How will you promote your social media presence?
- If your administrator leaves the university, what is your transition plan?

Metrics

How will you measure your success in social media?