

Vanderbilt University Social Media Strategy Worksheet

1. **Team:** Identify the person or persons who will have primary responsibility for populating, maintaining and monitoring your site. Ensure they have the time and enthusiasm to devote to this project. List the team members.
2. **Primary Goals:** Are you trying to communicate a campaign, generally promote your department, communicate with alumni? Define your goal for your social media presence.
3. **Measuring Success:** Determine how you will measure the success, or lack of success, of your site. Increased traffic to your Web site? Better communication with prospective students? A new network of colleagues? List how you plan to measure the site's success, and the tools you'll use to track that success.
4. **Audiences:** Identifying your audiences will help you tailor your content and also choose the right tool. List your primary audiences.
5. **Current Conversation:** This is when the listening begins. Survey the social media landscape for the "thought leaders" in your field. What are people already saying? What are people saying about you? Who is saying it? List the topics, people and sites that are leading the conversations that are relevant to you.
6. **Content:** Identify the content you have to share. Is it primarily news updates, research developments, or networking information? Photographs? Video? List the content you will be sharing via social media.
7. **Name and Design:** Identify a simple and descriptive name for your profile that clearly identifies your affiliation with Vanderbilt. The university has created a family of icons that can be used and adapted for individual schools, colleges and programs – please contact the Office of University Web Communications for assistance in customizing those icons. Contact the Office of Trademark Licensing if you wish to use some form of the Vanderbilt brand or need guidance on your own brand.
8. **Evaluation:** Set a timeline for when you will conduct an evaluation of your site's success, using the goals and measures identified above. At that time, be prepared to realign your site's content. Ongoing evaluation should also be part of your strategy. Define your timeline.