

SMSA Social Media Communications Planning Workshop

Complete this worksheet and bring it to the workshop as a reference.

Spend 15-30 minutes on Pre-Course Assignment 1 and 30-60 minutes on Pre-Course Assignment 2.

PRE-COURSE ASSIGNMENT 1: Define your organizational values, goal(s) and mission.

A. Values: What are the common threads in everything your organization does? Examples: Skills, knowledge, awareness, community.

1

2

3

4

5

B. Goals: Articulate 1-5 ways will the world a better place if you achieve your organizational objectives.

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C. Mission: State the purpose of your organization in 25 words or less.

D. What is the goal of your social media outreach? What do you want to use social media to accomplish?

E. What organizational goals and values will your social media program support?

PRE-COURSE ASSIGNMENT 2 – Generate Ideas for Social Media Topics

Study the focus group report. Use the report, your experience and your imagination to generate a list of topics that might be of interest to your audience(s).

Shoot for 24-48 topics. Group the topics into 8-12 categories and bring your list to the workshop as a reference. (Use worksheet on reverse side.)

Topics:

Category: Topics:	Category: Topics:	Category: Topics:
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WORKSHOP DEFINITIONS

Mission – the purpose of your organization

Goal – an overall result or impact of your program

Objective – a measurable statement of intent that supports a goal

Strategy – a method of achieving an objective

Audience – the target of a strategy and intended recipient of a key message

Key message – a concept an audience needs to know to achieve a goal

Tactic – a method of marketing a key message

Evaluation – the measure used to verify an objective was met