



**SOCIAL
INNOVATION
COMMUNITY**

TOOL TEMPLATE: SOCIAL MEDIA CAMPAIGN

References: Australian Government, Austrade, "GET SOCIAL AND IMPROVE YOUR EVENT - Social media toolkit"

How to design a successful social media campaign?

Complexity: Medium
Time required: 40 hours preparation for a 3-5 member team
Material required: A4 papers, pens, post-it notes

What is it for?

This checklist and steps will help you assess your campaign message, define your target audience and design a successful social media campaign. There are many tips and tricks and one can get overwhelmed with a number of tools and steps that needs to be taken in this process. Here are some simple tips to help you navigate your way through this.

How to use it?

Tool template consists of several steps and a table for executing this activity. Follow the instructions for achieving maximum results.

Key steps are the following:

1. Define your "claim to fame" – why does your event stands out from other similar events?
2. Identify your target audience:
 - _ identify your target groups;
 - _ understand how to find out more about them;
 - _ know how to tailor your communication plans to meet their needs
3. Create your own media channels:
 - _ create a website and keep it fresh!
 - _ Assess how to use Facebook, Twitter, Instagram and others social media channels- find out what are the pros and cons of each channel
4. Identify free event media guide channels – find out where can you advertise for free
5. Understand the phases of event communication – there are three phases in event communication planning – make sure that you understand each of them and prepare the right channels especially in terms of addressing right target audience:
 - _ Pre-event
 - _ During event
 - _ Post-event
6. Create great content – one way to create a great content and tell a story is by engaging your community. Reach out to them!
7. Explore ways to measure your success – try to measure and monitor the effect of your social media channels, as well as the community reach, awareness and engagement.
8. Complete your communication plan – include specifically tasks, timeframe, target audience, ways to measure and recommended channels and content requirements.

*below are some examples of worksheets that you can use in developing your campaign



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WORKSHEET 1. TARGET AUDIENCE SELECTION

How to select target audience?

Questions	Target group 1	Target group 2	Target group n
Where does this target go for more information about what they're interested in? SPECIFY BY NAME: Magazines, newspapers, TV shows, websites, apps, radio shows, social media.			
Do they follow any bloggers? If so who?			
What websites specifically do they visit for information and updates?			
Which Social Media sites do they follow?			
Who do they look to for information and news? Who are their key influencers, heroes and opinion leaders?			
Which Social Media sites do they interact with most and why?			
What are the most common hashtags they'll search or use?			
What types of information and entertainment do they look for most?			
(What content do they engage with?)			



WORKSHEET 2. COMMUNICATION PLAN

Communication by key target audience	Target group 1	Target group 2	Target group n
Timeframe			
Task (define in Step #5) – phases of event communication			
Measurement options (step #7) – how to measure your success	Decide HOW you want to measure success:		
Candidate Channels: Owned/Earned and/or Low cost defined in Step 2: Summary	Decide which low cost and social media channels are: relevant by targets, affordable within budget and you have resource to manage well. List:		
Candidate Channels: Other defined in Step 2: Summary	Decide which 'other' channels are relevant &affordable by targets according to phase. List:		
Frequency Defined in Step 5: Role of Communication by Phase	Decide how often should you be posting in social media (SEE STEP 5: PHASE OF COMMUNICATION)		
Content & Storylinesand Sources.			
Defined in Step 6: Creating Great Content.			