



Social Media Strategy for Community Groups





“We don’t have a choice on whether we **DO social Media**, the question is how well we **DO it**”

-Erik Qualman



- Social Media Policy
- Social Media Strategic Plan
- Choose the right network(s) for you
- Create a Content Calendar
- Track and measure your results



Social Media Policy

The policy guides, advises and inspires in best and worst-case scenarios

1. Define your organization goals and values
2. Establish security protocols
3. Make a plan of action for a security or PR crisis
4. Outline how to stay compliant with the law and platform requirements





Social Media Strategic Plan



Objective

What you want to accomplish



Goals

S.M.A.R.T
Specific
Measurable
Attainable
Relevant
Time-bound



Content types

Text, Images, Videos and
Links



Tracking Tools

Facebook Insights, Twitter
analytics Hootsuite,
Google Analytics



Audience

Create audience personas



Action Plan

Account development



Choose right network(s) for you



Demographics
(monthly active users-2019)

2.5 billion

330 million

2 billion

660 million

1 billion

Purpose

Building relationships

News, articles, opinions and conversations

Search "How to"

News, articles, opinions and conversations

Building relationships, conversations

Best for

Brand Loyalty

Public Relationships

Brand awareness

Business Development

Generation Retail

Downside

Limited Reach

140 characters

Resources Intensive

Limited Interaction

Images only



Create a content calendar

A calendar for scheduling social media content

1. Save time by being organized
2. Post consistently
3. Make fewer mistakes
4. Don't miss out on relevant moments





Track and measure your results

Return On Investment

| Goal | Metrics | Analytics |
|----------------|--|--------------------|
| Awareness | Like volume, reach, exposure and amplification | Platform analytics |
| Engagement | Retweets, comments, replies and participation | Platform analytics |
| Drive traffic | URL shares, clicks and conversions | Platform analytics |
| Share of Voice | Volume relative to your closest competitors | Platform analytics |



CP ENERGY
SOLUTIONS INC

Regulatory Compliance, Emergency Management & Stakeholder Engagement

Adam Payzant

403 - 304 - 5245

adam@cpesolutions.ca

www.cpesolutions.ca

