

YOU'VE GOT A SOCIAL MEDIA STRATEGY, RIGHT?

The P.O.S.T. method*

P = People: Who?


O = Objectives: Goals?

S = Strategies: Outcomes?

T = Technologies: Tools?

** From Charlene Li and Josh Bernoff's book Groundswell:
Winning in a World Transformed by Social Technologies*

POST METHOD

<p style="text-align: center;">PEOPLE</p> <ul style="list-style-type: none"> • <i>Who must you reach to meet your objective? Why this target group?</i> • <i>Is this a target group identified in your organization’s communications plan?</i> • <i>What do they know or believe about your organization or issue?</i> • <i>What will resonate with them?</i> • <i>What key points do you want to make with your audience?</i> • <i>What new & traditional media tools are they currently using?</i> • <i>What are they talking about in relation to your brand/goals/issues/competitors? (Describe based on secondary research, direct observation, or primary research.)</i> • <i>What additional research do you need to do to learn about your target audience’s behavior or understanding/perceptions about your organization or issues?</i> 	<p style="text-align: center;">OBJECTIVES</p> <ul style="list-style-type: none"> • <i>Make sure your objectives support your goals and flow from your mission.</i> • <i>What do you want to accomplish with social media?</i> • <i>Now, restate your objective so it is “SMART” – specific, measurable, attainable, realistic, and time-based</i> • <i>Describe how your social media objective supports or links to a goal of your organization’s communications plan</i> <div style="text-align: center;">  </div>
<p style="text-align: center;">TECHNOLOGY</p> <p><i>Create a grid that relates your communication channels and how you use them. To begin:</i></p> <ol style="list-style-type: none"> 1. <i>List the tools & channels that you use.</i> 2. <i>Identify which tools & channels are used most by your target audience.</i> 3. <i>Filter through resource availability, e.g., staff and/or volunteer implementation and financial resources.</i> 4. <i>Create a grid with your communication channels down the left-hand column and how you use the channels across the top.</i> 5. <i>Check-off which tools are relevant to each use.</i> <p>*See sample charts on next 2 pages</p>	<p style="text-align: center;">STRATEGY</p> <p><i>How do traditional and new media support your objectives? Sample strategy:</i></p> <ul style="list-style-type: none"> • <i>Share our innovative work and select channels that can reach people in our target audiences and have strong content so people trust us and come back for more.</i> • <i>Learn from our partners and identify opportunities to cross-promote each others’ work.</i> • <i>Connect people and respond to their information needs for our resources, programs, and policies.</i> • <i>Engage our audiences in a conversation, encourage participation, and make it easy for people to share information.</i> • <i>Repurpose content using traditional and new media channels</i> • <i>Train individuals and partner organizations about strategy development and tools to support joint efforts to reach our goal.</i>



Comm Channel	Provide Info & dialog	Fundraising News & Link	Promote Research	Provide Resources	Promote Events
Website	✓	✓	✓	✓	✓
Blog	✓		✓		✓
On-line Newsletter	✓	✓	✓	✓	✓
Email					
Facebook					
YouTube					
Podcast					
Twitter					
Webinars					
Conference					
Face to Face Meetings					
SEO Press Releases					
PSA					
Conference Call					
Special Events					



Audience	What they need to know	Key Communication Messages	Communication Tactic
Service Users	What we offer them How to access our services Where to go for advice	We provide useful, practical information & support We are trustworthy & reliable We put services users first & value their opinions	Website Webinars Face to Face
Local Elected Officials	What we want to see changed in policy terms Our strong evidence base and supporter base	We have a strong evidence base and our calls are grounded in robust evidence We have a good knowledge of the policy environment We are a well-respected, authoritative organization	Email Face to Face e-newsletters White Papers
Supporters	We have the ability to make change if they help us	We need you to support our campaign by writing to your elected official, signing our e-petition, donating to us etc.	Direct Mail Email Facebook Special Events