

Tufts University Social Media Planning Guide

Use these questions to help you brainstorm about whether or not to pursue a social media communications strategy:

Purpose

Why are you participating in social media?

Objectives/Goals

What do you plan to achieve with this social medium? Inform? Encourage dialogue? Share information? What kind of information? How will this differ from your primary Web site?

Target Audience

Who will be reading and commenting on your social media? Who are you trying to engage?

Execution & Maintenance

- Who will establish your account?
- Who will be the administrator?
- Who will maintain it?
- How often will it be updated?
- How will you make connection to other Tufts social media outposts and official Web sites?
- How will you promote it?

Adapted from SUNY New Paltz