**Social Media Plan Worksheet**

Use this worksheet to help you strategize about your audience, and the potential social media tools and channels you may want to use for your campaign or communication activity.

**Identify Target Audience**

Describe the person(s) you want to reach with your communication; be as specific as possible. More than one audience may be listed. Include a primary and secondary (influencers) audience if appropriate. (*example: Mothers of teenagers living in your city, health care providers practicing in your county.*)

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**Determine Objectives**

What do you want to achieve through your social media outreach and communication? This could include something you want your target audience to do as a direct result of experiencing the communication. Objectives may include (but are not limited to) the following:

* Provide information
* Highlight a campaign
* Encourage a health behavior
* Reinforce health messages
* Encourage interaction
* Obtain feedback/exchange ideas
* Collaborate with partners
* Take immediate lifesaving actions in an emergency

(*example: Increase awareness of immunization campaign.*)

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Restate your objectives in SMART terms:

**S**pecific – state in concrete, detailed and well-defined terms – What exactly are you going to do for whom?

**M**easurable – should be quantifiable and the source of measurement has been identified.

**A**ttainable/Achievable – can the objective be achieved in the proposed time frame with the resources available?

**R**elevant/Realistic – is the objective directly related to the overarching communication goal from your communication plan?

**T**ime-bound – have deadlines been set?

(*example: By December 2016 (time-bound), there will be a 5% increase (measureable) in recognition of the immunization campaign name (specific) among mothers of children under two in the county (specific), as measured through surveys*).

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Additional information on writing SMART objectives can be found at http://www.cdc.gov/healthyyouth/evaluation/pdf/brief3b.pdf and http://www.cdc.gov/dhdsp/programs/nhdsp\_program/evaluation\_guides/smart\_objectives.htm

**Define Audience Communication Needs**

People access information in various ways, at different times of the day, and for different reasons. If possible, define your audience needs by using market research and other data. You can use the following resources:

* Pew Internet and American Life Project: http://www.pewinternet.org/
* Tools of Change Planning Guide: http://www.toolsofchange.com/en/planning-guide/

Describe your audiences and their health information needs.

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**Goal Integration**

a) Describe how your social media objectives support your organization’s mission and/or overall communications plan.

b) How does it support other online or offline components – what events (either national/state/local) present communication opportunities?

**Identify Hashtags**

Choose a main hashtag specific to the event. Check [hashatit.com](http://www.hashatit.com) first to see if the hashtag is already in use. Be creative, clear, and brief with your hashtag. Promote the hashtag early, and stay consistent with it. Add it to all communication, digital or written, and encourage your partners to use it as well.

If you have the staff to monitor social media well during an emergency response, select three hashtags.

1. Event hashtag (*example: #TXflood – for flooding in Texas County*)
2. Public Reporting hashtag (*example: #publicTXflood*): allows the public to report non-emergency situational awareness information
   1. *Water covering Main street*
   2. *South Georgetown Bridge has large hole from flood water*
   3. *Traffic stopped on County Road KK*
3. Emergency Reporting (*example: #911TXflood*): does not replace 9-1-1, but can supplement it by allowing public to Tweet emergency requests that require a response
   1. *Car stuck in flood water on Main Street. Woman trapped on top of car*
   2. *Bus with tire stuck in hole on Georgetown bridge, hanging off bridge, kids inside*
   3. *5 car pileup on County Road KK, injuries*

After choosing three hashtags, use an infographic to promote their use, so that you don’t taint incoming data.

* Post on social media
* Share with media
* Continue to monitor other incident-related Tweets and social media chatter, while promoting the official # via the infographic

Educate the public on your official hashtags and clearly explain the use for each. Remind them to turn on their GPS tracking when Tweeting during an emergency, so their location data can be utilized to respond.

Let them know what amount of resources you will be able to give to social media monitoring (*Will you monitor it 24/7 and respond efficiently to data, or are you just going to be able to use it as a supplemental data collection tool?*) Remind the public that your emergency response hashtag does not replace 9-1-1, but can be used if they are unable to reach 9-1-1.

**Message Development**

Develop key messages based on the target audience and objectives identified.

(*example: for moms of young children to encourage late season flu vaccination, “It’s not too late to vaccinate.”*)

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Sample social media messages for public health emergencies can be found online at [Drexel University School of Public Health’s website](http://publichealth.drexel.edu/research/research-centers/center-for-public-health-readiness-communication/social-media-library/) (<http://publichealth.drexel.edu/research/research-centers/center-for-public-health-readiness-communication/social-media-library/>). Messages are listed based on type of incident, social media outlet, and emergency response phase. They will need to be made specific to the incident.

**Resources and Capacity**

Determine who in your organization will be responsible for implementation, and determine the number of hours they can allocate for content creation and maintenance.

**Identify Social Media Tools**

Determine what tools will effectively reach your target audience. Match the needs of the target audience with the tools that best support your objectives and resources. (*example: Because Facebook has a large population of young women who have children, is free, and requires minimal technical expertise, it may be a good tool for a mom-centered program while only requiring a small amount of funding for social media activities.*)

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When using social media during an emergency response, remember to tailor your key messages for the audience you are trying to reach and the platform you are using.

Keep your Facebook messages to 250 characters so that it will all show up on the feed, and use a picture or a very short video to ensure it has a better chance of being read. Insert links for more information.

Twitter messages can be no longer than 140 characters, and need to be shorter if you want users to be able to re-tweet them. Use [bitly.com](http://bitly.com) or [go.usa.gov](http://go.usa.gov) to shorten links and allow more room for your message. Include your main incident hashtag in all social media communication related to the emergency response (*see Identify Hashtags section above*), but limit yourself to using no more than two hashtags in each Facebook post or tweet.

**Define Activities**

Based on all of the elements above, list the specific activities you will undertake to reach your communication goals and objectives. (*example: Develop and promote Facebook fan page for diabetes education program.*)

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**Identify key partners and their roles and responsibilities**

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**Define Success for Evaluation**

What are your measures of success? Your measures of success may be different depending on your goals and objectives.

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**Evaluate**

Create an evaluation plan.