

Team Members Names:

Social Media Project Name:

Social Media Plan for:

About 7 in 10 Americans use social media to connect with one another, share information, entertain themselves and consume news content. Social Media networks include Facebook, Google +, Instagram, LinkedIn, Pinterest, Reddit, Snapchat, Tumblr, Twitter, YouTube and others.

Complete the steps below as you create your social media plan. (Example used is plan for Gerber baby products.)


Step 1: Brainstorm with your team and define "who is your customer", what are their traits, and which social media do they use?

WHO	DEMOGRAPHIC TRAITS	PSYCHOGRAPHIC OR BEHAVIORAL TRAITS	GEOGRAPHIC TRAITS	WHICH SOCIAL MEDIA DO THEY USE?
EXAMPLE Parent of Infants	<ul style="list-style-type: none"> > 21 to 35 years old > Females *married > 2.8 average person per household > 92% high school grads 	<ul style="list-style-type: none"> > Mommy Trap - work or kids > Need "me" time > Values good deals, time, \$ > Not brand loyal > Primary family shopper > Marriage is important > Multi-tasker, their attention is divided > Prefer brands that support causes 	<ul style="list-style-type: none"> > Living in upper-Midwest U.S. > Family oriented > Long fall-winter temps > Low divorce rate > Conservative with \$ 	<ul style="list-style-type: none"> > Facebook > Pinterest > Instagram <p>Women between 25-35 are the largest group on social media.</p>

A “Persona” in marketing is a fictional character that represents the primary characteristics of a group of users (consumers), identified and selected as a key target of your product, service or proposed business. Creating Persona’s is important for companies as they design the best user experience for customers, which is key to the success of a customer-focused business.

Step 2: Create a “Persona” that represents the primary characteristics of your customer and the market environment surrounding your customer, your team believes would represent the largest potential group of users of your product or service. Use the Persona Canvas below.

PERSONA CANVAS



NEGATIVE TRENDS
Negative trends from the environment

POSITIVE TRENDS
Positive trends from the environment

HEADACHES
Professional and work related issues

OPPORTUNITIES
Professional and work related positive outcomes


FEARS
Personal issues

HOPES
Personal goals and hopes

NEED
What does this person really want?

NAME _____

ROLE _____

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Step 3: What common needs, wants or desires does your audience have that your Social Media Plan can help fulfill? What are your messages? How can you use social media to communicate to your audience?

	AUDIENCE	NEEDS WHAT YOUR AUDIENCE'S NEEDS?	GOALS (2)	THEME OF THIS SOCIAL MEDIA PLAN
EXAMPLE	Parent of Infants	<ul style="list-style-type: none"> > Info on health care > Info on child development 	<ul style="list-style-type: none"> > Parents discuss issues with other parents. > Parents share ideas & info with other parents. 	Theme = Gerber Cares Gerber Cares, products & resources for parents & happy-healthy babies.

Step 4: What social networking tools do you plan to use? Select a minimum of three (3) platforms you will use, justify why you will use the platforms you select, along with the other information requested below.

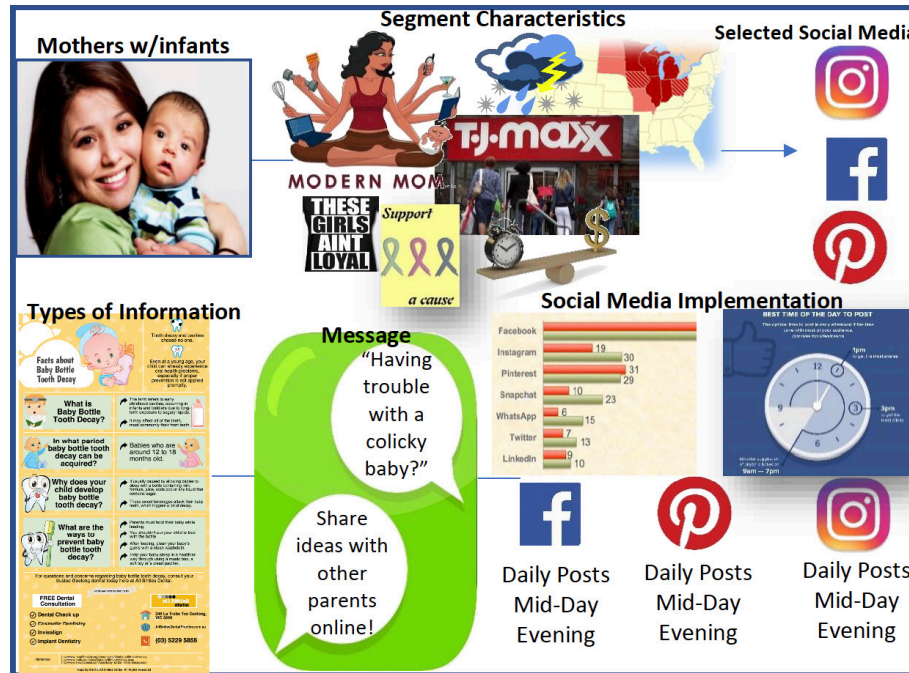
	TYPE OF SOCIAL MEDIA	JUSTIFICATION: WHY DID YOU SELECT THIS FORM? WHY IS THIS FORM RELEVANT TO YOUR SEGMENT?	FREQUENCY HOW OFTEN & WHEN WILL YOU POST?	WHAT WILL YOU POST? WRITE YOUR MESSAGE HERE.	HOW WOULD YOU PROMOTE YOUR SOCIAL MEDIA ACCOUNTS?
EXAMPLE	Instagram	<ul style="list-style-type: none"> > Popular with women 25-35 > Videos can both show & demonstrate knowledge & techniques 	Twice weekly Thursday & Saturday 1pm-6pm	"Having trouble with a colicky baby? Share ideas with other parents experiencing the same thing."	<ul style="list-style-type: none"> > Simple-searchable user name > Use hashtags for Instagram > Use geotagging features

Step 5: How will you measure the results of your Social Media Plan?

> Example - We will monitor number of Instagram followers, follower growth rate & engagement per post of our followers.

Marketers use Concept Boards to communicate the overall feel of a project, putting together images and text that visually illustrate your plan, summarizes your plan, and shows the who, what, why, when and how of your plan. Concept boards are a visual aid used when making a presentation. See the example-layout below.

Step 6: Create a concept board to use as a visual when pitching your Social Media Plan. Use poster board or chart paper to create your concept board. As you create your concept board, think about your audience, how can you summarize your plan in a way that is multi-meaningful to them?



Mothers w/infants

Segment Characteristics

Selected Social Media

Types of Information

Message

Social Media Implementation

Share ideas with other parents online!

Facebook

Facebook	19
Instagram	30
Pinterest	31
Snapchat	10
WhatsApp	6
Twitter	7
LinkedIn	9

Daily Posts
Mid-Day
Evening

Daily Posts
Mid-Day
Evening

Daily Posts
Mid-Day
Evening

Step 7: Your team will pitch your Social Media Plan to the class seeking investment (YE bonds) in your ideas. Collaborate with your team to prepare for your pitch, then pitch your plan to the classroom market.