Social Media Planning Worksheet

Applicant's name	
Building/Department	
Phone	
Social media platform to be used	
What school, department or program will this social media serve?	
What is the purpose for using this social media platform?	
Who is the audience(s) for your social media platform?	
What type of content will be provided via this platform?	
Who will provide and post content via this platform?	
Will commenting be allowed on this site?	
If commenting is allowed, who will monitor content daily and respond to or remove posts as appropriate?	
Who logo/brand will be used on this platform?	
When will the social media platform be launched?	
How long will the social media platform be used if not ongoing?	
What is your plan for publicizing your social media platform to appropriate audiences?	
What is your plan for the platform when school is not in session (winter break, summer vacation, etc.) or the relevant program, class session, sport season, etc. ends?	

Value-Added Content:
Consider what value-added content you can provide in a social media forum (Moodle, Facebook, Twitter, etc.) that will keep followers engaged and build loyalty. Expanding beyond just the normal sharing of information will enable your readers to engage and build community. In addition, using value-added content will increase the chance that your information is shared past your usual audience and draw more attention to your brand/your program/your school. When your followers share, post or retweet your message, it is being spread to others by people they trust.

Examples of value-added content:
- With a platform for college-bound students and their families, in addition to posting information such as college planning events and scholarship signings, post advice about what college are looking for in admissions, how to find scholarships suited to your needs, what is a FAFSA, etc.
- For platform for preschool parents, post events and advice, but maybe also include questions that parents can respond to and share information, such as "What's your best tip for potty-training your child?" or "What's a great book to read at bedtime for preschoolers?"
- For an elementary school, post accomplishments, events, etc., but also post advice such as "Reading to your child every night is important because..." or post questions and let your followers provide comments on things such as, "Where are some resources you've found for helping your child find a meaningful science fair project?"

What type of value-added content will your post via your social media platform?	

Post-Approval Checklist
- ☐ I have provided my user-name and password to my principal or supervisor
- ☐ (When applicable) I have obtained parent/guardian permission for students to participate in the use of social media
- ☐ (When applicable) I have obtained a list of students who are excluded from being in any type of media (I have a media exclusion on file)