



Goals Strategy SUCCESS!!

Before diving into social media, you want to make certain your time is well spent. Be sure you are aware of the following items.

Responsible People: Who will have the responsibility for populating, maintaining and monitoring your social media presences? Do they have skills and time? List the team members. Avoid temporary managers of your sites. Staff should have administrative privileges to all accounts and be responsible for controlling permissions and security to the accounts.

Main Goals and Strategies: What do you hope to do? Launch a campaign, promote your team, communicate externally? With athletes, media, fans and/or sponsors? Internal communications? Define your goal and list promotion tactics, ex. "We will list our Facebook URL on all print materials".

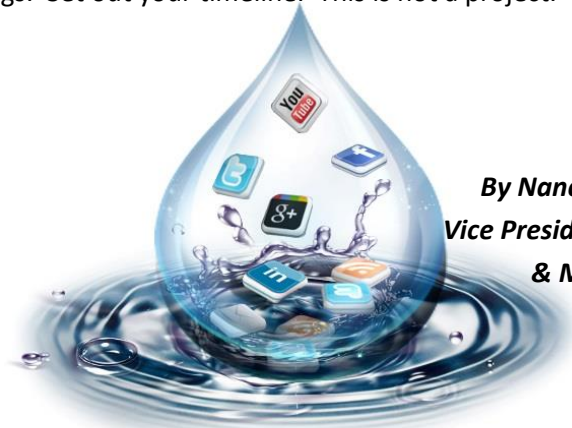
Define and Measure Your Success: What do you hope to gain? How will you know when you have it? Do you want increased traffic to your website or social media websites or to your events? More engagement with athletes, fans or alumni? Increased membership? Define success, how you'll measure it, and the tools you need to measure it.

Target Audience: Targeting specific groups – current and prospective members, sponsors, fans – will help you tailor your content and conversation. List your primary audiences. Do you have secondary ones, too? How will you reach out to them initially? Remember simply setting up social media accounts aren't enough. You have to invite people there.

Before you talk, Listen: What are people saying in similar sports? What are people saying about you? Who is talking? List who's talking, about what, and where.

Content: What content will you share? Is it news or engagement-based? Images? Video? List the content you will be sharing via social media and the kinds of things you think are successful

Evaluations: Schedule an evaluation of your effort's success based on the plan you outlined by answering the above questions. Be ready to recast your approach if needed. Regular evaluation should also be part of your effort. It's OK to fail on some things. Set out your timeline. This is not a project. It's an ongoing effort.



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