



Shropshire Voluntary and Community Sector Assembly

Social Media Plan



Social Networks

Social Media Coordinator

Kate MacDonald

Social Media Platforms

Hootsuite—Twitter & Facebook

Linked In

Wordpress

Doodle

Eventbrite



Social Media Voice

VCSA Support Team



Facebook



Objectives:

- ⇒ Brand awareness
- ⇒ Member/customer engagement
- ⇒ Promotion of events and consultation
- ⇒ Sharing of information, relevant links and engaging content

Key Metrics

- ⇒ Approximately 3 posts a week: newsletter link, events promotion, website promotion etc.
- ⇒ 55 Likes = must increase to 100 by April 2015
- ⇒ Post reach approximately 20 = must increase to 50 by April 2015

Action Items

- ⇒ Sync Twitter and Facebook accounts
- ⇒ Advertise all events via Facebook, encourage shares
- ⇒ Advertise all newsletters via links on Facebook



Twitter

Objectives:

- ⇒ Brand awareness
- ⇒ Member/customer engagement
- ⇒ Promotion of events and consultation
- ⇒ Sharing of information, relevant links and engaging content

Key Metrics

- ⇒ Approximately 20 microblogs a week: newsletter link, events promotion, website promotion etc.
- ⇒ 548 Followers = must increase to 600 by April 2015

Action Items

- ⇒ Sync Twitter and Facebook accounts
- ⇒ Advertise all events via Twitter
- ⇒ Advertise all newsletters via links on Twitter



Wordpress

Objectives:

- ⇒ Information/newsletters/events/document sharing
- ⇒ Stakeholder/Partners/Members/Customers
- ⇒ Platform to promote/provide information for work, events, news, funding and procurement opportunities
- ⇒ Uses RSS feed to pull off news items to create a weekly newsletter
- ⇒ Calendar to advertise events and meetings

Action Items

- ⇒ Monthly review of website content
- ⇒ Update events calendar regularly
- ⇒ Ensure pages are up to date with correct information

