

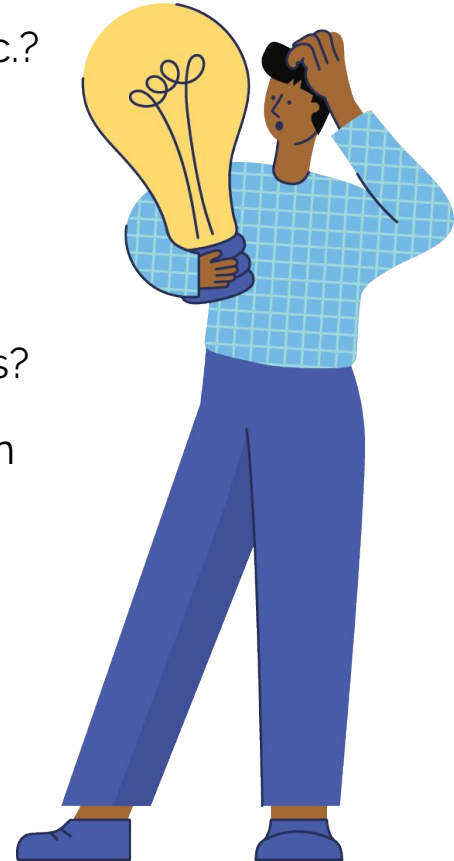
# HOW TO MANAGE YOUR SOCIAL MEDIA IN 2 HOURS A WEEK



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# BEFORE YOUR BEGIN...ASK

- What are our goals? What will our content help us do, achieve, etc.?
- What sources will we use to develop content?
- Who will review and approve content before it's published? How much time is needed?
- Who will publish the content, on what schedule, using which tools?
- What level of engagement do we want? How will we manage it? In what timeframe will we respond?
- Which metrics should we collect? How will they be collected and reviewed? How will we use the data to improve our communications?



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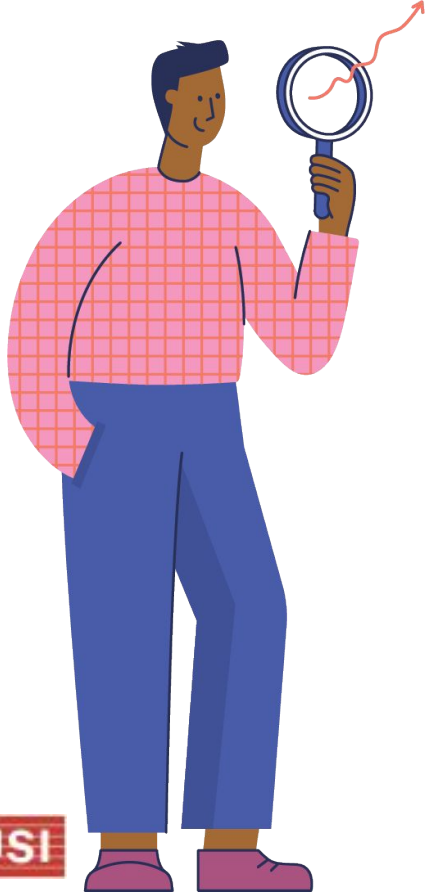
# CREATE CONTENT STRATEGICALLY

- **Create processes** for content creation and know how long each step takes
- **Maintain an editorial calendar**
  - a. Detailed planning document: draft dates, approval dates, publish dates
  - b. High-level messaging calendar that integrates content across channels
- **Publish based on engagement data** and update your posting schedule over time
- **Use data and analyses to refine content creation** and tailor content for your followers



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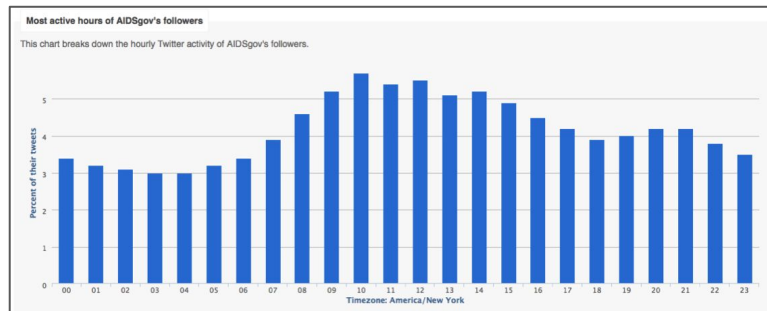
# WHERE TO FIND CONTENT



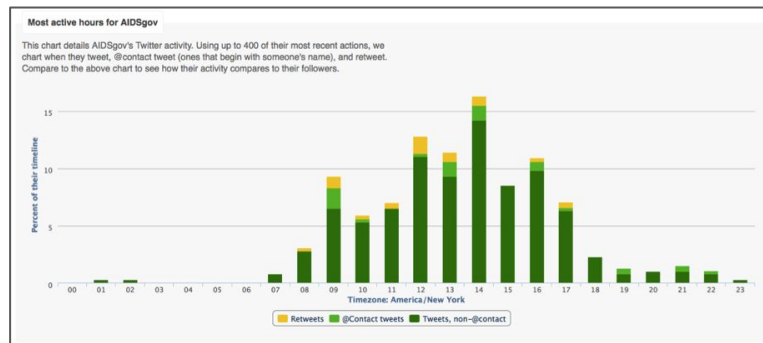
- Your organization's newsletter or blog
- Email requests from partners
- Google alerts
- Event calendar
- Current events
- Health Observances
- Government websites
- Journal

# POST WHEN YOUR AUDIENCE WILL SEE IT

When HIV.gov's followers are active on Twitter



When we tweet



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# USE AUTOMATION TOOLS

## Scheduling Tools

- Sprout Social
- HootSuite
- Facebook scheduling
- Buffer



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# QUICK & CLEAN EDITORIAL CALENDAR

**Monday:** Health Observance

**Tuesday:** Organizational Content

**Wednesday:** Partner Promotions

**Thursday:** Educational Content

**Friday:** Organizational Content



# PERSONAL BRANDING EDITORIAL CALENDAR

<b>Share your 1st quarter lessons and wins</b>	<b>Share a tip</b>	<b>Be vulnerable; share something personal</b>	<b>Discuss what you're working on</b>	<b>Share a customer testimonial</b>
<b>Share an industry-related quote</b>	<b>Introduce yourself; share 5 things</b>	<b>Ask a "fill-in-the-blank" question</b>	<b>Share a picture of you working</b>	<b>Thank your new followers</b>
<b>Spotlight a client</b>	<b>Discuss something you learned</b>	<b>Run a contest</b>	<b>Spotlight a business you admire</b>	<b>Discuss why you started your business</b>
<b>Share a good book you read</b>	<b>Share your workspace</b>	<b>Share your accolades</b>	<b>Share blog posts</b>	<b>Share a before and after</b>



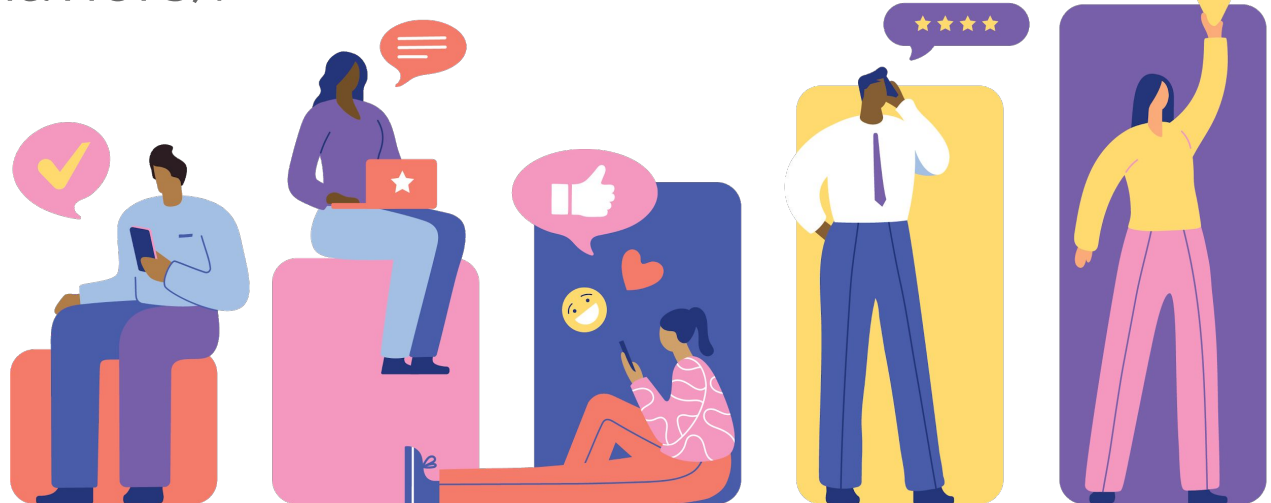
# EDITORIAL CALENDAR

	A	B	C	D	E	F	G	H	I	J	K
1	<b>Editorial Calendar</b>										
2											
3	PUBLISH DAY	VENUE	MEDIA	CATEGORY	TAGS	AUTHOR	TOPIC / TITLE	ASSETS NEEDED	REPACKAGED & REMERCHANDISED	NOTES OR DEPENDENCIES	
4	example	Blog	Case study	Direct Marketing	Email marketing	Fiala	How Stamats helped XXX College improve recruitment quotas 3 straight semesters with sequenced mail drops.	Write post, images, cite results.	Serves as one section of a "Why choose Stamats" video to be planned and produced.		
5	example	LinkedIn Group	Q&A	Brand Marketing	Image	Smith	How well defined is your university's crisis communications plan?	Prep talking points for Q&A discussion.	Gather intelligence from Q&A discussion. Develop content for concentrated tutorials for small groups (fee based).		
6	example	You Tube	Video	Digital Marketing	Mobile media	Davis	Demonstrate mobile-ready and non-mobile web sites. Include statistics of mobile use by target demo and best-practice usability requirements.	Variety of mobile phones, pre-select appropriate web sites, statistics.	Add video to Facebook.		
7	example	Scribd	Report	Marketing Research	Research report	Brock	Recent findings of year-over-year retention rates for 2 institutions implementing a Stamats strategic plan. (redact names if necess.)	PDF with text, graphics, images	Write eNewsletter article, share with LinkedIn Group.		
8	example	Facebook	Poll	Social Media	Community	Smith	What role does the institution have in fostering community-mindedness among enrollees? What ways is your university building community?	Facebook poll application	Link within eNewsletter to Survey Monkey survey. Collect data; use to create a new report.		
9	example	Slideshare	Powerpoint	Digital Marketing	Writing for the Web	Benson	Presentation on eye tracking, readability, user-centeredness, tone, voice, etc.	Powerpoint with text, graphics, images	Concentrated tutorials for small groups (fee based).		
10	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA		
11	example	Twitter	Storify	Digital Marketing	Storytelling	Cunniff	How to use Storify to help your prospects experience campus life.	Image, intro text, prep questions	Blog post and/or webinar		
12	example	Blog	Post	Social Media	Facebook, Twitter	Smith	Examine recent study that reviews use of Twitter and Facebook by professors in the classroom.	Access to study, write post, include link to Survey Monkey poll allowing readers the opportunity to weigh in.	If enough poll results are received, write mini-report and publish to Facebook and Twitter, eNewsletter.		
13	example	Blog	Podcast	Digital Marketing	Web analytics	Dodson	Review 3 most common GA set-up errors that can cost you valuable insight.	Research topic, sketch out script, practice and record. Use Burberry or other plug-in to add to WordPress.	Share via LinkedIn Group and Twitter.		
14	example	Select from list of strategic sites	Post	Blog Commenting	NA	Rotating 3 people	Comment on industry and trade blogs, providing Stamats' POV on relevant topics.	NA	NA		
15	example	Flickr	Infographic	Digital Marketing	Web site design	Foster	Graphic depicting site audit, planning, development, implementation, ongoing improvement phases. Include stakeholders, milestones, etc.	Well-planned and laid out graphic.	Blog post that's shared on Twitter and Facebook.		
16	example	eNewsletter	Article	Direct Marketing	Strategy	Fiala	Design and production on a budget.	Write post, images, mock budget and goal scenario.	Blog post that's shared on Facebook		

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# MEASURE WHAT MATTERS

- What content performs well?
- Are my metrics getting better over time?
- Am I achieving my goals (e.g., engagement, brand awareness, behaviors)?



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# HOW TO USE YOUR 2-ISH HOURS

## WEEKLY

- Reviewing Metrics from Previous Week (30 minutes)
- Creating content (45 minutes)
- Scheduling content (30 minutes)

## DAILY (5-10 min)

- Respond to comments
- Engage with follower content (share, comment)



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**QUESTIONS?**

**THAT IS AN EXCELLENT QUESTION**

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# CONNECT WITH US (JSI)

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