**UF Health  
Social Media Strategy Planning** *A successful social media account requires forethought and planning. This document is designed to help you outline a strategy for developing a sustainable content calendar for your account and will be used as an evaluation tool for your request by UF Health Communications. If you have any questions or would like to schedule a time to meet with the UF Health Social Team. Please send us an email at* ***webservices@ahc.ufl.edu***

**Goals**  
Please list the business goals the account will address. *Please note, social media channels cannot be used for clinical trial recruitment per the IRB.*

* Make your goals specific and measurable (avoid vanity metrics like Likes and Followers)
* What is you time frame for achieving these goals?
* How do these goals align with the business, marketing, and productivity needs of your department or program?

**Audiences**Who is your primary audience for this account? Who are your secondary audiences? Have you conducted any research or surveys on how these audiences interact with your organization and messages?

**Competitors / Peers**Please list any peer institutions or organizations that you would like to emulate.

**Content Strategy**

* Describe your content mix (what type of content you plan to share to meet each of the goals listed previously)
* What kind of content will you share from other social media channels?
* How often and when do you plan to post per week?
* *Please provide a sample editorial and long-term promotional campaign calendar for the account*
  + An editorial calendar outlines upcoming posts and publication times for 3-4 weeks
  + The promotional calendar outlines the annual events and campaigns that the account will support for an academic year
  + Learn more about creating these calendars in [this post on the webservices blog](https://webservices.ufhealth.org/2019/09/27/getting-started-with-editorial-calendars/)

**Monitoring**

* How often will the account managers be reviewing responses and comments in the channel?  
  *Please note, direct messaging is not to be used on UF Health-affiliated accounts due to potential PHI violations*

**Marketing**

* If you have annual budget set aside for promoting posts or purchasing ads, please discuss how you intend to spend the budget and what criteria will be used for choosing posts or messages to promote.

**Measuring Success**

* How will you measure the success of the channel? What tools will you use to measure those results? To whom will those results be reported to?
* How often will you be modifying and refining the strategy based on measurements?