



## *Worksheet 9–1: Social Media Communications Strategy Worksheet*

Use this worksheet to help you strategize about your audience, and the potential social media tools and channels you may want to use for your campaign or communication activity.

### **1. Determine your target audience.**

- a. Describe the person(s) you want to reach with your communication; be as specific as possible.
- b. More than one audience may be listed. Include a primary and secondary (influencers) audience if appropriate. (Examples: mothers of children younger than two years old living in Atlanta, pediatricians practicing in Nevada)

I.

II.

III.

### **2. Determine your objective(s).**

- a. What do you want to achieve through your social media outreach and communication? This could include something you want your target audience to do as a direct result of experiencing the communication.
- b. Objectives may include (but are not limited to) the following:
  - a. Provide information
  - b. Highlight a campaign
  - c. Encourage a health behavior
  - d. Reinforce health messages
  - e. Encourage interaction
  - f. Obtain feedback/exchange ideas
  - g. Collaborate with partners (Example: Increase awareness of immunization campaign.)

I.

II.

III.



c. Restate your objectives in SMART terms:

**Specific:** Explain, in concrete, detailed, and well-defined terms, what exactly you are going to do for whom?

**Measurable:** Your objectives should be quantifiable, with the source of measurement identified.

**Attainable/Achievable:** Can the objective be achieved in the proposed time frame with the resources available?

**Relevant/Realistic:** Is the objective directly related to the overarching communication goal from your communication plan?

**Time-bound:** have deadlines been set?

(Example: By December 2012 (time-bound), there will be a 5% increase (measurable) in recognition of the immunization campaign name (specific), as measured through surveying, by moms of children under two in the Metro Atlanta area (specific).

Additional information on writing SMART objectives can be found at <http://www.cdc.gov/healthyyouth/evaluation/pdf/brief3b.pdf> and [http://www.cdc.gov/phcommunities/resourcekit/evaluate/smart\\_objectives.html](http://www.cdc.gov/phcommunities/resourcekit/evaluate/smart_objectives.html)

### 3. Define audience communication needs.

People access information in various ways, at different times of the day, and for different reasons:

- a. If possible, define your audience needs by using market research and other data. You can use the following resources:
  - a. “Organize Content Based on Audience Needs” from Webcontent.gov: [http://www.usa.gov/webcontent/managing\\_content/organizing/audience\\_viewpoint.shtml](http://www.usa.gov/webcontent/managing_content/organizing/audience_viewpoint.shtml)
  - b. Pew Internet and American Life Project: <http://www.pewinternet.org/>
  - c. CDC eHealth Data Briefs: <http://www.cdc.gov/socialmedia/Data/Briefs/index.html>
- b. Describe your audiences and their health information needs.

- I.
- II.
- III.



#### **4. Integrate your communication goals with your overall objectives.**

- a. Describe how your social media objectives support your organization's mission and overall communication plan.
- b. How does it support other online or offline components? What events, either national, state, or local, present communication opportunities?

- I.
- II.
- III.

#### **5. Develop key messages.**

Develop the key messages based on the target audience and objectives identified. (Example: for moms of young children to encourage late season flu vaccination, "It's not too late to vaccinate.")

- I.
- II.
- III.

#### **6. Determine resources and capacity.**

Determine who in your organization will be responsible for implementation and the number of hours they can allocate for content creation and maintenance.

- I.
- II.
- III.

#### **7. Identify social media tools.**

Determine what tools will effectively reach your target audience. Match the needs of the target audience with the tools that best support your objectives and resources. (Example: Because Facebook has a large population of young women who have children, is free, and requires minimal technical expertise, it may be a good tool for a mom-centered program while only requiring a small amount of funding for social media activities.)

- I.
- II.
- III.



## **8. Define Activities.**

Based on all of the elements above, list the specific activities you will undertake to reach your communication goals and objectives. (Example: Develop and promote Facebook fan page for diabetes education program.)

- I.
- II.
- III.

## **9. Identify your key partners and their roles and responsibilities.**

## **10. Define Success for Evaluation.**

What are your measures of success? Your measures of success may be different depending on your goals and objectives.

- I.
- II.
- III.

## **11. Evaluate.**

Create an evaluation plan; see the Social Media Evaluation Plan for more information.

- I.
- II.
- III.