

SOCIAL MEDIA STRATEGIC IMPLEMENTATION PLAN

WE ARE HERE



	Platform Assessment, Research, and Recommendations FY21 Q1 – Q2	PHASE I • Monthly reporting and optimization • Quarterly reporting on social performance • Content testing FY21 Q3	PHASE II • Reassess Facebook KPIs • Prioritize creating high quality, engaging content FY21 Q4	PHASE III • Incorporate research findings • Work with creative team to determine brand story FY22 Q1 – Q2
	Platform Assessment, Research, and Recommendations FY21 Q1 – Q2	PHASE I • Monthly reporting and optimization • Quarterly reporting on social performance • Content testing (e.g. UGC vs. in-house created content) FY21 Q3	PHASE II • Reassess Instagram KPIs • Prioritize high quality content with engaging, emotional copy FY21 Q4	PHASE III • Incorporate EVP findings • Work with creative team to determine brand story FY22 Q1 – Q2
	Platform Assessment, Research, and Recommendations FY21 Q1 – Q2	PHASE I • Monthly reporting and optimization • Quarterly reporting on social performance • Research popular content and audiences found on LinkedIn • Determine which leads are sourced from LinkedIn FY21 Q3	PHASE II • Reassess LinkedIn KPIs • Work with LinkedIn representative to determine best audiences for company • Prioritize professional, platform appropriate content FY21 Q4	PHASE III • Incorporate research findings • Share demographics findings • Identify opportunities to leverage LinkedIn advertising FY22 Q1 – Q2
	Platform Assessment, Research, and Recommendations FY21 Q1 – Q2	PHASE I • Monthly reporting and optimization • Quarterly reporting on social performance • Reduce number of Tweets • Determine Twitter-sourced leads FY21 Q3	PHASE II • Reassess Twitter KPIs • Prioritize platform appropriate content FY21 Q4	PHASE III • Incorporate research findings • Work with creative team to determine branding and company story FY22 Q1 – Q2