



10 Steps to Developing a Social Media Strategy

Having a strong social media presence is crucial for municipal agencies, but where do you begin? How can you be sure that you will reach your residents and have a positive impact? We put together these 10 steps to help you establish a successful social media strategy.

Get Started

- 1. Define strategy and goals** - Take a step back and think about what you're trying to accomplish with your social media channels: who you're trying to reach, what you want them to know/do, and why it's important. It's best if you can measure the success of these goals - whether it's by engagement with posts or by other organizational goals like less phone calls or complaints.
- 2. Target 1-2 platforms** - Based on your strategy, identify 1-2 key platforms to try. For many, that's Twitter and Facebook, but other platforms like Instagram, Pinterest and Snapchat may work for your target demographic (residents, tourists, students).
- 3. Identify key owner and accounts** - Make sure that your agency has a governance plan and has identified a leader to keep your efforts on track. It also helps to have fewer, more focused accounts to give clarity to communications.

Build an Audience

- 4. Start posting on a regular basis** - Get in the habit of tweeting 3-5 times per day and posting on Facebook 1-2 times per day, and always comment on breaking news. Show that you're the best place to look for relevant information.
- 5. Add links everywhere** - Look for creative ways to position yourself as a vital resource. From press releases to municipal waste receptacles, there's no shortage of places to put your social media links.
- 6. Build campaigns with multiple touchpoints** - If you've got something important to communicate, plan to post multiple times on multiple channels. One tweet or post won't cut it.
- 7. Work with local celebrities and influencers** - Enlist local celebrities and influencers to boost your appeal and reach. Sometimes the best way to get word out is to leverage other people's networks.
- 8. Promote posts strategically** - Try using low-cost paid promotions to catch more attention for posts that need an extra bit of traction. Price out and budget ahead of time to account for costs.

Optimize

- 9. Review analytics and make adjustments** - Track your analytics to see what topics, channels, media and times work best, so you can adjust and maximize performance.
- 10. Try something new** - Try an emerging channel or add a funny video to grab new eyeballs. Always consider new ways to boost engagement and achieve your overarching goals.