

Social Media Campaign Toolkit: How to Create, Develop, Plan, and Rollout a Campaign.



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Introduction

Developing a social media campaign and rolling it out successfully can be a very daunting task, especially if you don't have a communications team behind you. This toolkit will walk you through all the steps necessary to create, develop, plan and roll out such a campaign.

Creation/Development/Rollout of a Campaign

There are a number of steps to take in order to run a successful campaign. Simply put, they are:

1. *Define your goals*

It is always important to be able to define exactly what you want to achieve with your campaign – otherwise, how are you going to measure success? Some common goals for a campaign include: heighten brand awareness, increase website traffic, generate new Connectees/ Connectors, inspire Connectees/Connectors to engage in your Social Media, build or strengthen your brand, and get feedback on your program. Make sure to write these goals down, and make sure they are SMART (Specific, Measurable, Actionable, Relevant, Timely)

2. *Identify your social media channels*

Choose the channels that will give you the widest reach – and where your audience is. You could also use this campaign to launch your presence on another channel, as it will give you a good amount of content to begin. However, make sure not to overstretch on social media – if you won't have regular content for a certain social media, don't bother branching out. You can check out [this resource](#) that outlines all the major social media channels, who uses them, and how best to apply your brand on them.

3. *Plan your social media content strategies*

Once you know the platforms you will use, begin to plan out what content you'll put on each of them. This goes beyond just saying you'll post videos on one platform, and written posts on another, it's about your messaging – how each post or visual will have the messaging embedded in it, and will support your overall goals. For example, linking your posts back to your website for information the user can find there, or building your social media users by hosting a giveaway for those that share your posts and tag a friend.

It is suggested to include 2-5 hashtags with your social media campaign to reach linked-minded individuals, and it helps to reach the maximum audience. Make sure to do your research on hashtags before you start, to ensure you aren't identifying with something that doesn't represent your community/brand. Feel free to create a hashtag too, so you can truly monitor how well the campaign took off.

4. *Choose the metrics you want to monitor*

There is so much on every social media platform that can be monitored. Have a look at your goals, and see what metrics make sense for your campaign. They could include

increased traffic to your website, increased followers on your platforms, more Connectee sign-ups, etc.

5. *Create a social media content calendar*

Creating a content calendar makes the campaign rollout so much easier. Determine the start and end date of the campaign, and what you want to say in between those dates. Doing this ahead of time will ensure the campaign flows nicely, and you say everything you need to in the time you have allotted for the campaign. You will also want to include deadlines for creating your content, and dates for which content should appear when.

Don't hesitate to create content for all your social media accounts that promote your campaign—even if your campaign is running on only one or two of them. For example, if you're running an Instagram giveaway, why not promote it on Facebook and include a link that drives traffic to your campaign.

If you're supporting your initiatives with a social media advertising campaign or scheduled posts by Connectors or other "influencers", you can include those in your content calendar too. Make sure to store all of your posts in one place and label them well so you don't lose anything!

When determining the timing for your posts, consider the following:

- Check your page analytics to see when your followers are most active.
- You know your specific audience best – use what you know about how their day-to-day might look to make an informed guess.
- [This article from Buffer](#) can provide more information.

6. *Design your campaign using free online tools*

You don't need to pay lots of money to have a nice campaign! Outside of Twitter, every other platform should be visual-centric. So, make sure to have splashy visuals – and that can be done in a variety of ways.

[Adobe Express](#) has some free online tools for visual/video content creation, [Canva](#) is a great option for visual creation, [Spotify for Podcasters](#) for Podcasts, and [this blog](#) gives you a variety of other options for content creation.

7. *Schedule your content using social media management tools*

If you already use a social media management system, great! If not, check out [this blog](#) to see if you might want to try one out. Make sure to post each piece of your content across all your channels on the same day.

Make sure all your posts are accessible to the members of the team who will be posting, and the information they need to post is available to them. You should also

designate specific people for specific tasks to ensure it is done on time and not forgotten!

8. *Manage your campaign*

A campaign will not be successful if you are not there with it every step of the way. Make sure to engage with your audience, like their shares, answer questions, comment on posts using the hashtag – make sure you are very visible to everyone throughout the campaign. You don't want the campaign to go stagnant because you weren't actively engaged at its peak. To this end – assign one person to be the engager, and make sure they answer all questions or engage with all posts/comments/shares within 24 hours.

You'll also want to watch your metrics during the campaign to ensure it is landing successfully. If it isn't, and you aren't seeing engagement, then try new ideas, change your approach, do what is necessary to ensure you reach your targets!

9. *Analyze the results*

A campaign is about the metrics and goals you wanted to achieve, but it is also about learning from the experience – both of these are outcomes of the campaign! Evaluate what worked, what didn't, what you learned from your audience, and the campaign itself, and what you might do differently next time. All of this information and learning will be very helpful for the next time you run such a campaign.

Best Practises for Rolling out a Campaign

Ready for more? Here are some additional best practices to keep in mind that will help optimize the impact you have on social media.

Creating Content

Post Length

To create your own post copy that's speaks authentically to your community, the more concisely you can deliver the message, the better. You don't want your audience to have to work too hard to understand what you're trying to say.

- **LinkedIn:** the limit for pages is 700 characters, but ideal is a maximum of 25 words or 140 characters.
- **Facebook:** posts have a limit of over 63k characters, but ideal is 80 characters.
- **Instagram:** post captions have a limit of 2200 characters, but ideal is up to 150 characters.
- **Twitter:** posts have a limit of 280 characters, and ideal is between 71 and 100 characters.
- **NOTE:** if you keep post copy to 125 characters it will safely work across all channels. This is a great thing to keep in mind to help ensure your content is optimized for all channels and helps cut back on the amount of copy you need to create.

Tips for Using Hashtags

- A typical rule of thumb is to aim for 2-5 hashtags per post on any given platform.
- Research your selected hashtags to ensure that they are relevant to and align with your content and are currently being used.

Sharing Links on Instagram

Most platforms will allow you to share links to external websites in individual posts directly, except Instagram. Do not include links in Instagram post copy, as no one will be able to click that link. When sharing links to the campaign-specific blog posts that have been shared with you, consider using an external tool such as [Linktree](#) or [Linkin.bio](#) so that your audience can find the content you are directing them to.

Engage

- If responding to comments and direct message on social media is a shared responsibility on your team, create a community management schedule so that efforts are not duplicated but messages are also not missed.
- Aim to respond to all direct messages and comments within 24 hours.
- Getting a lot of people asking the same questions? Create a list of quick responses to minimize having to repeatedly re-write the same answers.
- To enhance your social media presence, consider commenting, sharing, or reacting to content from local/relevant thought leaders, influencers, businesses, and/or community groups.

Analyze

- Identify key performance indicators (KPIs) that are relevant to your goals – for example, number of followers and engagement rate might be two KPIs that would make sense if you are trying to grow your social media presence.
- Track those KPIs month over month, noting what is bringing you closer to and/or farther from your channel's goals.
- Implement more of what is working from previous content and leave behind the things that aren't working. For example, if the posts you share in the evening hours tend to perform better than those posted in the morning, try posting more in the evening.

Level Up – Ideas that Engage

If you're looking to level up your content and make the campaign more custom to your community, here are some ideas to get you going:

1. Host an Instagram live session with your Connector program coordinator and manager to discuss what inspires them about the program.
2. Conduct your own interviews with Connectors and Connectees in your community and create Q+A style blogs and testimonial style social posts to compliment.

3. Create a series of 'quick tip' posts on a topic that would be of interest or relevant to potential Connectees or Connectors to position your Connector program as a thought leader in your community. Plan to share a post from this series on a consistent basis, such as weekly. For example, a series of quick tips about networking in your local area.
4. Go behind the scenes! Have a member of your team or a local Connector/Connectee share their behind-the-scenes perspective of being a part of the Program, perhaps leading up to a relevant event or experience.
5. Host an AMA (Ask Me Anything) on Twitter, so that your audience can ask any questions they have about what you offer, how you can help, how to get involved, etc.
6. Create a video answering frequently asked questions from your audience.