**Social Media Planning Document**

Spring 2016

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| Desired Outcomes | Content Topic | Content Type | Medium | Target Audience | Best Channels | Time to Post |
| Demonstrate how SVP is different from other philanthropic organizations | SVP in Action | promo | video  photo  story | potential partners & investees | Instagram  Twitter  Facebook | **IN**: Mon-Sat 2-4pm  **TW**: Mon/Wed/Fri 12pm & 5pm  **FB**: Thu/Fri 1-3pm |
| 1. Increase partner enrollment & participation w/ inspiring success stories; 2. Inspire investees to apply for a grant by demonstrating our impact | Investees in Action | engage | video  story  photo | current & potential partners  potential investees | Instagram  Twitter  Facebook | **IN**: Mon-Sat 2-4pm  **TW**: Mon/Wed/Fri 12pm & 5pm  **FB**: Thu/Fri 1-3pm |
| 1. Inspire current partners to participate on deeper level; 2. Facilitate connections among SVP Partners | Partners in Action | engage | video  story  photo | current partners | Instagram  Twitter  Linkedin  Facebook | **IN**: Mon-Sat 2-4pm  **TW**: Mon/Wed/Fri 12pm & 5pm  **LI:** Tu-Thu 10-11am  **FB**: Thu/Fri 1-3pm |
| Partner Profile Feature | engage | video  story  photo | current partners | Instagram  Twitter  Linkedin  Facebook | **IN**: Mon-Sat 2-4pm  **TW**: Mon/Wed/Fri 12pm & 5pm  **LI:** Tu-Thu 10-11am  **FB**: Thu/Fri 1-3pm |
| 1. Inspire/influence current and potential partners with content that challenges social norms; 2. Facilitate *conversion* traffic to “volunteer” links | “Buzz” reposts | engage | shareable content | current & potential partners | Twitter  Facebook | **TW**: Mon/Wed/Fri 12pm & 5pm  **FB**: Mon-Wed 1- 4pm |
| Editorial Opinion | engage | story | current & potential partners | Twitter  Linkedin  Facebook | **TW**: Mon/Wed/Fri 12pm & 5pm  **LI:** Tu-Thu 10-11am  **FB**: Mon-Wed 1- 4pm |
| Inform audiences SVP is constantly working to build a stronger organization to better serve its investees and partners | What’s New at SVP  (new staff, board changes, etc.) | inform | story  photo | current partners & investees | Instagram  Facebook | **IN**: Mon-Sat 2-4pm  **FB**: Mon-Wed 1- 4pm |
| Keep our audiences well-informed on the ways they can participate in SVP’s mission | Event Notices | inform | text updates  photo | current & potential partners | Instagram  Twitter  selective - FB | **IN**: Mon-Sat 2-4pm  **TW**: Mon/Wed/Fri 12pm & 5pm  **FB**: Mon-Wed 1- 4pm |
| Volunteer Opps. | inform | text updates  story  photo | current partners | Instagram  Twitter  selective - FB | **IN**: Mon-Sat 2-4pm  **TW**: Mon/Wed/Fri 12pm & 5pm  **FB**: Mon-Wed 1-4pm |

Posting Calendar

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| --- | --- | --- | --- | --- | --- |
| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
| low CTR FB | low CTR FB | low CTR FB | high CTR FB | high CTR FB |  |
| Twitter 12, 5pm |  | Twitter 12, 5pm |  | Twitter 12 ,5pm |  |
| Instagram 2-4pm | | | | | |
|  | Linkedin 10-11am | | |  |  |