**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 | videophotostory | potential partners & investees  | InstagramTwitterFacebook | **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 | videostoryphoto | current & potential partnerspotential investees | InstagramTwitterFacebook | **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 | videostoryphoto | current partners | InstagramTwitterLinkedinFacebook | **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 | videostoryphoto | current partners | InstagramTwitterLinkedinFacebook | **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 | TwitterFacebook | **TW**: Mon/Wed/Fri 12pm & 5pm**FB**: Mon-Wed 1- 4pm |
| Editorial Opinion | engage | story | current & potential partners | TwitterLinkedinFacebook | **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 | storyphoto | current partners & investees | InstagramFacebook | **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 updatesphoto | current & potential partners | InstagramTwitterselective - FB | **IN**: Mon-Sat 2-4pm**TW**: Mon/Wed/Fri 12pm & 5pm**FB**: Mon-Wed 1- 4pm |
| Volunteer Opps. | inform | text updatesstoryphoto | current partners | InstagramTwitterselective - 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 |  |  |