

Organic Social Media Strategy

Make a copy of this document or download and fill it in with details relevant to your organization!

Overarching Goals:

[Identify 2-3 goals for your social media strategy. Use the SMART method - Specific, Measurable, Attainable, Relevant, Timely]

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[Example] Create more opportunities for dialogue and engagement between the museum and its online community

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[Example] Increase social media following and engagement by 5% year over year

Audience Identification:

[Create fictional audience profiles that you believe represent 3-4 people who come to your Museum. Give them goals for why they may engage with your organization.]

Persona Name: Jill Smith	Persona Name:	Persona Name:
Background: Previously a middle school teacher, now a stay-at-home mother	Background:	Background:
Family Income: \$80,000	Family Income:	Family Income:
Goals: As a teacher, Jill recognizes the importance of early education for her two children and looks to invest in low-cost or no-cost, weekly programming.	Goals:	Goals:

Brand Identity/Tone:

[If your museum was a person, what would its personality be?]

[Examples] Personal, friendly, fun, silly, nurturing, welcoming

General Content Categories & Where to Post:

[What programs, events, and initiatives would you like to promote on social media? For each item, what platform will you use to reach the ideal audience?]

	Facebook	Instagram (posts)	Instagram (stories)	TikTok	Twitter	LinkedIn
Grant Awards	✓					✓
Activity Blogs	✓		✓		✓	
Summer Camps	✓	✓	✓	✓	✓	
Parent Resources	✓					✓
Event						
Program						
Initiative						

Best Posting Times:

Bolded times are peak engagement. Gray boxes are peak days.

[Filled in with information from [Sprout Social](#). Fill in with your own data if available!]

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
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Facebook	3:00 a.m.	10:00 a.m.	3:00 a.m.	3:00 a.m.	3:00 a.m.	7:00 a.m.	8:00 a.m.
Instagram	11:00 a.m.	11:00 a.m.	11:00 a.m.	11:00 a.m.	11:00 a.m.	9:00 a.m.	9:00 a.m.
Twitter	9:00 a.m.	9:00 a.m.	9:00 a.m.	9:00 a.m.	9:00 a.m.	9:00 a.m.	9:00 a.m.
TikTok	2:00 p.m.	2:00 p.m.	2:00 p.m.	2:00 p.m.	2:00 p.m.	9:00 a.m.	9:00 a.m.
LinkedIn	11:00 a.m.	11:00 a.m.	11:00 a.m.	11:00 a.m.	11:00 a.m.		

Instagram Strategy:

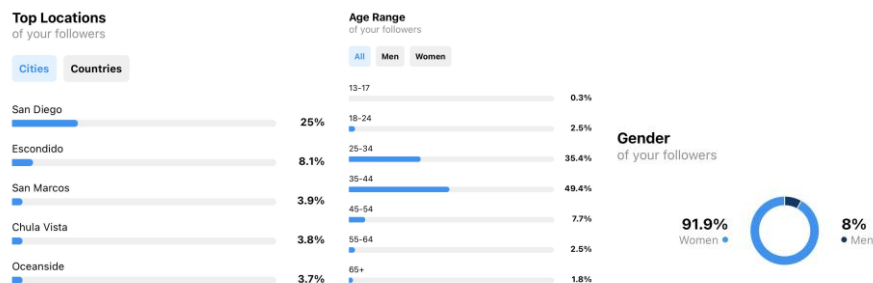
***Note: Repeat this section for each platform you use.**

- Target Audience:

[Who is the audience you'd like to reach on Instagram? Moms with toddlers? Working parents?]

- Current Audience:

[Using your analytics available within the platform, what does your current audience look like? Example below.]



- Goal:

What is your goal while using this platform? Educate families? Provide entertainment?

- Posting frequency:

Consistency is key! Create a frequency that is attainable and you can stick to.

- Newsfeed posts/reels: 3x week
- Stories: daily

- **Strategy:**

How will you achieve your goals for this platform? What events or programs will you feature? Examples provided below.

- Create more short-form video content (10sec-30sec)
- Focus on behind the scenes experiences
- Highlight visitor experience

- **Content Types:**

What content formats will you use? Will your content have branding guidelines? Examples provided below.

- Reels with trending audio
- Use static posts for parenting tips and guides
- Focus on vibrant, highly saturated photos capturing natural & candid moments
- Instagram Stories
 - Curate stories with pre-designed graphics and backgrounds

Approved Hashtags:

[What hashtags will you consistently use when posting? Below are some examples and inspiration. Hashtags usually work best on Instagram and Twitter]

#[name of organization]	#SensoryPlay
#ActivitiesForKids	#Visit[City]
	#[City Name]

#ChildrensMuseum
#EarlyChildhoodEducation
#KidsCrafts
#STEM
#STEMforkids

FAQs:

[These are questions visitors may frequently ask you on social media. Brainstorm some questions and write out responses for a quick grab when needed.]

What are your hours?

How much are tickets?