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]

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

- [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.]

<table>
<thead>
<tr>
<th>Persona Name: Jill Smith</th>
<th>Persona Name:</th>
<th>Persona Name:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Background: Previously a middle school teacher, now a stay-at-home mother</td>
<td>Background:</td>
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</tr>
<tr>
<td>Family Income: $80,000</td>
<td>Family Income:</td>
<td>Family Income:</td>
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<tr>
<td>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.</td>
<td>Goals:</td>
<td>Goals:</td>
</tr>
</tbody>
</table>
**Brand Identity/Tone:**

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

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

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**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?]

<table>
<thead>
<tr>
<th>Category</th>
<th>Facebook</th>
<th>Instagram (posts)</th>
<th>Instagram (stories)</th>
<th>TikTok</th>
<th>Twitter</th>
<th>LinkedIn</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grant Awards</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
<td>✔️</td>
<td></td>
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<tr>
<td>Activity Blogs</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Summer Camps</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<tr>
<td>Parent Resources</td>
<td>✔️</td>
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<td>✔️</td>
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<tr>
<td>Event</td>
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<tr>
<td>Program</td>
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<tr>
<td>Initiative</td>
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</tbody>
</table>

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**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!]

<table>
<thead>
<tr>
<th>Day</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
<th>Sunday</th>
</tr>
</thead>
</table>
**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

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**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  #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?**