



ELM
COMMUNICATIONS

SOCIAL MEDIA

CHANNEL PLAN

The first steps to getting social media right is within the fundamentals of communication strategy. Once you have a strategy in place that you can start to build or improve your approach.

This channel plan provides the basics you need to consider when you manage government social media channels effectively.

THE CHANNEL PLAN

PURPOSE

Briefly describe why you are on this channel.

- What benefit is there to the organisation to be here?

SOCIAL GOALS

Set some clear goals for your channels:

- What can you achieve by being here?
- How does it align to your organisational goals?

SOCIAL OBJECTIVES

Identify how you will measure success in this channel.

- Reach (views)
- Network (Followers, connections)
- Engagement (Likes, comments, shares, retweets)
- Sentiment

AUDIENCES

Identify who you are trying to reach through this channel.

- Who are they?
- Are they even on this channel? Check out the most recent [Yellow Social Media](#) research
- What are their demographics/characteristics/interests?
- What do you need them to know?
- What do they want to know?
- What is in it for them?

tone of voice

Determining a consistent tone and feel is important to create consistency regardless of who is posting or moderating.

- What do you sound like? Eg; Sales pitch, funny, young, serious, professional

CONTENT APPROACH

Create a content approach so that many people can consistently develop information for your channel.

- What type of original content will you post?
- What type of content will you share? From who?
- How often will you post your content vs others?
- What rich media will you use?
- Will you always have images? Do they need to be branded?
- How often will you post?
- Do you have a set schedule?

MEASUREMENT

You can only improve on your approach if you know how you are going and where you need to change your approach.

- What does success look like?
- How will you measure it?
- What data do you have available?

CONTACT US

Elm Communications is always here to help.
Please reach out for a chat.

Don't forget to check out the website for more
free resources and articles about
communications, behaviour change and
facilitation.



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