

Drug Helpline Social Media Strategy Plan (Template)

1. Objectives

Describe your organization's objectives for your social media plan using SMART (Specific, Measurable, Attainable, Relevant, and Timely).

Objective 1:	
Objective 2:	
Objective 3:	

Describe how these objectives support your organization's mission, and its part in the integrated communication plan.

To make an objective it can be useful to compare toward similar organizations and their social media objectives, and how these goals are a logical evolution of your communications/marketing strategy.

2. Target Segments

Identify the audience segments you hope to reach. Remember that target segments can be external as well as internal (one organization and between organizations).

Segment	Description	Objective
Target Segment 1:		
Target Segment 2:		
Target Segment 3:		

3. Social Strategy

The social strategy is about how we are going to reach our goal. Please describe your social strategy:

Engagement Participation Influencer Relations

Community Building Crowdsourcing

Etc.

4. Internal

Describe how the social media plan will be reviewed and received by senior management and board. What questions do you anticipate?

Describe or attach your social media policy – and process for ensuring it is an active, living policy.

5. Integrated Communication

Where does a social strategy make the most sense? Where can it enhance existing marketing, program, or communications strategy?

Target Segment (from nr. 2)	Channel	Tools and Social Integration
	Web Site	
	Live Events	
	E-mail	
	Print	
	Mainstream Media (MSM)	

Identify content assets that can be repurposed, remixed, or recycled for your social media strategy.

6. Monitoring

Describe your metrics for success. What specific data points will you collect and how you will collect and analyze this information? How will you use it to document positive value?

Please describe how you will monitor and evaluate your social media plan. How will you use data to improve your practice?

7. Staff and Training

Who will be responsible for implementation? How many hours per week? What specific job description and responsibilities? What training will you provide?

8. Timeline

Please include a timeline for major tasks.

9. Budget

Please provided a detailed a budget of how you will use the implementation funding to implement your plan.

This template has been developed as part of a project entitled 'Drug Helplines, online and interactive'. This Leonardo Da Vinci Partnership project is funded by the Lifelong Learning Programme. Eight partner organisations from Norway, Bulgaria, Cyprus, The Netherlands, Belgium and Ireland have worked together to improve how they learned and worked with Social Media.