



National Volunteer Workforce Solutions
Social Media Handbook Part 6:
Social Media Management

[To Table of Contents](#)

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Table of Contents

| | |
|--|----|
| Social Media Management | 2 |
| Introduction | 2 |
| Brand | 2 |
| Voice | 3 |
| Social Media Strategy | 3 |
| Reviewing Your Current Social Media Presence | 4 |
| Objectives and Goals | 5 |
| Creating Objectives | 5 |
| Develop Your Message | 6 |
| Putting the Parts into the Whole | 6 |
| Social Media Content Calendar | 6 |
| 7 Social Media Do's | 7 |
| 7 Social Media Don'ts | 8 |
| Social Media Assistance Tools Reviewed | 9 |
| Hootsuite | 9 |
| Buffer | 10 |
| Canva | 10 |
| Pablo | 11 |
| Crello | 11 |
| Unsplash | 12 |
| Metashort | 12 |
| Bit.ly | 13 |
| Worksheet 1 | 15 |
| Worksheet 2 | 17 |
| Worksheet 3 | 19 |
| Worksheet 4 | 20 |

Social Media Management

Introduction

Creating a social media account is a big step, but it is often the easiest one in developing your online presence. Once you have the account(s), the real work starts. You must create a brand and a voice that is unique to your department and will draw in your community.

Social media management can be extremely scary for your department, as what gets posted under your department's name will have a huge influence on how your community views your department. There have been many innocent mistakes that have severely hurt many brands. While caution is important, if you are overly restrictive or cautious you can prevent your department from becoming a key influencer in your community. As you know with great power comes great responsibility, and this holds true with social media management. There are many tools that exist to ease some of the job of a social media manager, we will be discussing [these tools](#) a little further on in this part of the Social Media Handbook.

One thing to keep in mind is that you are not in this alone and social media should be fun and interactive. With social media the Fire Chief's job is to create a clear social media policy and process, and then empower a single member or a group of members to handle the day to day posting and maintenance of the accounts. This doesn't mean as chief you leave everything up to them, but a fire chief's role with social media should be limited and clearly laid out in the social media process. The reason we do not advise the fire chief to be the social media manager is that we recognize as chief you do not have time to consistently be creating posts and interacting daily with the community on your department's social media accounts. In most cases, you will find a coordinated group of members running your social media accounts will yield the best results. The following information will help one or multiple members create a clear and consistent strategy helping your social media accounts achieve their goals.

Brand

Brand is a word thrown around a lot, but few understand what is meant when asked what is their brand. Brand is how people think of your department when they hear your department's name, whether it is true or not. This means the control you have over your brand is limited to a certain extent, but you can help define how you are perceived.

Your fire department currently has a brand. [Worksheet 1](#) will help guide you to discovering what is your brand. We recommend you have multiple members fill out Worksheet 1 as your brand may be different to different people. After everyone has filled out the worksheet, have a group discussion and fill out the worksheet again utilizing everyone's responses. This will provide you with a good idea of your actual brand. Honesty is important for this exercise, so ensuring anonymity may be needed to get the most honest answers. Reassuring members that this is for the betterment of the department and only through an honest assessment can the department grow, may also help members to respond honestly on the worksheet.

You may find that your brand is not what you would like it to be. Changing your brand can be quite difficult but is not impossible. Often it requires many small steps and a significant amount

[To Table of Contents](#)

of time to accomplish the change. [Worksheet 2](#) will help you focus your efforts for changing your brand. You will most likely need to do the worksheet multiple times before you achieve your desired brand. Remember Rome wasn't built in a day, and through targeted and consistent efforts you can change your brand and perceptions of your department.

Voice

Voice is a part of your brand, but it is also a separate concept. Think of it as the personality of your fire department, it is how your department says things. Your department may have a lively, positive or professional voice. When deciding your department's voice, you need to think about the characteristics of your brand and your community and how these characteristics translate into your communications. You may be trying to target multiple types of people within your community and will need a consistent voice that can speak to each, but one that is also flexible allowing you to specifically speak to each group.

To identify the best voice for each of your target groups, you need to first understand them. Ask yourself the following questions about each of your target groups:

- What do individuals in this group care about?
- What are their hobbies?
- What are their expectations of your fire department?
- How do they communicate?
 - Do they prefer phone calls, email, text or in-person communication?
- What are 3 characteristics you would use to describe this group?
- What type of vocabulary do they use conversationally?

Once you understand who they are, you will have a better understanding of the voice that they will respond to best. Use this to guide you in deciding the voice of your department and lay it out in writing what this voice looks like. You will need to identify your department's tone, character, language and purpose.

Start by identifying your purpose for being on social media. Think about the characteristics of your target groups and what the purpose of your department is to be communicating with them on social media. Then think about the character of your department. If you picture your department as a celebrity who would your department be? Write down the major characteristics of this persona. Use your character to define your tone and language. Use [worksheet 3](#) to help guide you to your department's voice. Remember *the best voice is an authentic and honest voice*.

Social Media Strategy

Your social media strategy should include:

- A list of your goals and objectives
- The types of photos you'll post
- How often you'll post on each platform
- Popular hashtags you can use
- Influencers you should target (including their handles)

[To Table of Contents](#)

- A clearly defined brand and voice

Creating an in-depth social media strategy will keep you organized and on track allowing your department to accomplish its goals and objectives.

Reviewing Your Current Social Media Presence

Prior to creating a social media strategy, you should conduct a review of your current social media use and how it is working. There are many Social Media Audit templates available online, one that is particularly good is [offered by Sprout Social](#). One thing to note with the audit template is that it does not look at how your department appears when someone searches it. Before you use the template start by doing a search of your fire department. Ideally your department website and social media profiles will be at the top of the first page. Make sure you also click the News button to see what type of news appears when individuals search your fire department. Keep the results of this search in mind when reviewing your social media presence. Then conduct your social media review using a [social media template](#). When entering information into the template, it is easy to place the data without considering its meaning or value. The template linked in this guide pushes you to do a SWOT analysis. It is easy to conduct the SWOT analysis without really asking yourself if the information meets your goal. The important thing is to remember your goals and objectives. If your goal for being on social media is to connect with your community, and you have an increase in followers at first glance you would say goal accomplished. You have more followers, so you are better connected to your community. This could be a false assumption as the new followers may not be members of your community, you need to make sure those followers are your target audience. This could be a sign that you need to change your messaging and the way you post, since you are not connecting with your desired audience. Metrics are an important tool, but it is also important to fully understand them and not to use them for false assumptions.

Objectives and Goals

Begin creating your social media strategy by identifying your objectives and goals for the next year, and make sure to write them down. According [to a Forbes article](#), writing down your goals and objectives make you significantly more likely to accomplish them. The difference between goals and objectives is that goals are more general, where as objectives are specific and tangible. A goal may be something like connect with my community. An objective would be to conduct 5 community events within the next year. Make sure you have an overall goal with objectives throughout the year based on your department's activities. Try to limit your objectives, so as not to overwhelm yourself and your department with trying to accomplish more than what is realistic.

Creating Objectives

Objectives are often more difficult to create than goals because they are specific, measurable and tangible. Start by clearly stating the objective. Define the beginning and end dates of that objective. Next think about the metrics you will use to measure success, remember to explain what you will consider success with the identified metrics. Establish check-in dates where you

measure your progress towards your objectives. This will allow you to adjust your strategy making it more likely that your department will accomplish its objectives.

Develop your Messages

This isn't about creating individual posts. This goes back to your brand and your voice. If your brand is who you are and your voice is how you say it, this is what you are saying. Having clear and concise messages that you are trying to tell the public is extremely important in helping you know what to post and share on social media. Your department may have multiple messages but try to limit the number of messages you are trying to push to only a few. Each message will be accompanied with a group of posts that represent the message, so if you have too many messages the value you offer your community could be lost. Keep your objectives in mind when deciding your messages.

Putting the Parts into the Whole

The above are all the parts of your social media strategy. Once you combine them and summarize the information you will have a clear and concise strategy. Feel free to add specifics not covered by the above into your strategy as well. Remember your social media strategy is your guide for social media to help you accomplish your objectives and stay consistent no matter who is posting for your department. [Worksheet 4](#) will assist you in creating a social media strategy together. Many of your answers to the worksheet were revealed in the above sections.

Now that you know your brand, voice, message, goals and objectives, and have put them together. You can begin creating posts. As you create your posts make sure each post aligns with and furthers your social media strategy.

Social Media Content Calendar

A content calendar is a great way to organize your posts and plan them in advance to ensure you are posting according to your strategy but remember to be flexible. Often you will find important posts that are time sensitive and cannot wait to be worked into the schedule. It is important to recognize that time-sensitive posts occur, especially during events. This is where your social media policy is important, as it should clearly outline what is acceptable content to post without approval. One example of a time sensitive post would be photos from a recruitment booth. Posting these photos right away with a message encouraging the community to stop by to talk with you at the booth is a great way to generate traffic and is best done in real time.

A content calendar will allow your department to be organized and keep everyone involved in the know of what is being posted on social media. By being more organized you can ensure that you have videos or images to go along with your posts. Creating a content calendar is simply laying out your posts by date, time and social media site in advance. These posts will then be scheduled directly with the site or using another site like [Hootsuite](#) or [Buffer](#).

To create your calendar, choose the time span your calendar will cover and insert the posts accordingly then make a new calendar as needed. Do not plan too far out as it is important to

have consistently new and current content on social media. Generally, a week in advance is appropriate. You may have events coming up allowing you to pre-schedule promotional posts further out than a week. Ultimately the timeframe you choose is up to you. Again, it is recommended to only schedule out a week to keep the content relevant. You may find that you need multiple content calendars to be the most efficient. In some cases, it is beneficial to have a yearly, monthly and weekly content calendar. This will help you prepare in advance for different things that are approaching. What calendar works best for you may also vary according to your comfort level and your department's goals with social media. How the content calendar looks will depend on your department and those managing your social media. There are many options and templates that exist, experiment with them and figure out what works best for your department's social media managers. You may find it helpful to include items other than your posts on your social media calendar, such as holidays, events, reminders to create images by certain dates, etc.

7 Social Media Do's

1. Do Be Consistent

Consistency plays a huge role in your success on social media. Having consistent engagement and content will keep your audience engaging with you. This constant and steady relationship between you and your followers will help your department gain new followers and keep current followers.

2. Do Be Honest and Authentic

Your audience will know if you are not being honest and authentic. A lack of either will drive away followers and hurt your brand. Always being honest and authentic will make you a pillar of your community and a reliable source for information.

3. Do Be Social, Interactive and Engaging

Interacting with other posts that align with your message will help your department get seen and gain new followers. This is also a great way for your department to really show off your brand, voice and knowledge. This can help you integrate your department into your community.

4. Do Post a Variety of Content

It is important to post on a variety of topics utilizing text, video and photographs to show the depth of your department and to keep your audience engaged with you.

5. Do Be Visual

Individuals will be more likely to read and interact with your post if you use video or images. Personal photos with recognizable people will generate more interest than generic images. Make sure you tag the people in the photos or video, so they can share it with their friends and family.

6. Do Know Your Community

Understanding who you are targeting and speaking to will impact what you say and how you say it. If your community is made up of young families, you will tailor what you are saying to meet their needs. You may post on child CPR or post about how your department will go over child car seat installations with new parents. Knowing your community will help you tailor your strategy to connect with your targeted audience successfully, it can even influence what language you post in. If you serve a community

where English is predominantly a second language, you should post in that community's primary language to connect with them and ensure they are understanding your posts.

7. Do Have a Social Media Policy

A social media policy is a must have today. A good social media outlines when and what to post as much as it does when and what not to post. Writing a social media policy is easy, but just because something is in writing and your member signed it does not mean it will hold up in court. Have a lawyer review it to ensure your social media policy will hold up.

7 Social Media Don'ts

1. Don't Rely on Automation

Pre-scheduling content can help ensure consistency and can help you optimize when things are posted. It cannot do all the work for you. If you overuse it, your account will become stale and old. It will lack personality as you will not be interacting with individuals on the site. The best approach is to find a good balance between automation and real personal use of the social media sites.

2. Don't Automate Across Social Media Sites

Many social media sites offer to connect to other sites and cross post your post. This is not advised. Often links will not work, or the post will be a link without any text or context that takes the user to the post on the other platform. This is cumbersome and counter-productive. It is ok to post the same content on multiple sites, but you should take your time and optimize your post for that site. This may involve using different language or formatting your image different. The extra time involved will pay off in the end.

3. Don't Overshare or Under Share

The amount your department shares depends on the site you are using. It is important that you understand how much is too much and how much is not enough, so you can post an appropriate amount according to the site. The amount may depend on context as well, sometimes an increase in the amount you post due to an event that is happening can be a good thing. Constant over posting and sharing will annoy your audience and cause your department to lose followers. Under posting will result in your followers not finding value in your content. This will result in them no longer engaging your department on the site or you will lose them as a follower. It is important to find the right balance for your department and your community.

4. Don't Overuse Hashtags

Hashtags are a great tool that can connect your post to a topic making it visible by a greater audience. If you overuse them the post can become hard to read and hurt your brand by looking like spam.

5. Don't Forget Grammar and Spelling Matters

Depending on your voice social media can incorporate emojis, emoticons and short hand. This does not mean that grammar and spelling go away. Bad grammar and poor spelling can negatively impact your brand and your department by hurting your credibility. It can also make the post hard to read driving away followers.

6. Don't Share for the Sake of Sharing

[To Table of Contents](#)

While interaction is an important part of social media, it is important to always interact with a purpose. Don't share a post from someone, just because they are influential in your community. When you interact with posts it should be strategic, the post should go along with your brand or your message in some way.

7. Don't Post the Exact Same Post Multiple Times

This is hardest to follow when you have an event or material you are promoting. You want to get the word out about the event or material, and it is easy to just re-use a post on it. This will hurt interest and annoy your followers. Get creative and think of changes you can make to the post to keep it new and interesting for your followers. Use different pictures or change your text for the post.

Social Media Assistance Tools

There are many tools to assist you with managing your social presence with new tools being created every day. These tools vary in their capabilities and their price tags. Here we will review some of the free options for you and the pros and cons related to them. When selecting social media tools, pick and choose them based on your needs and preferences. The best way to discover if a tool is the right one for you is to try using it for a short time.

Hootsuite

[Hootsuite](#) is a social media post scheduling service. The site is well established and has a proven track record of quality capabilities and service. They are also releasing updates and new features consistently to keep up with new social media sites and trends. Their free version allows you to have 1 user login, up to 3 social media accounts tied to the service, allows you to schedule up to 30 posts at a time, and provides basic analytics for the accounts.

It is important that you customize your Hootsuite dashboard to show your social media networks and the specific streams that matter to you. If you don't customize this feature you may find yourself overwhelmed by the amount of information being displayed. By customizing it you can find the setup that helps you be more efficient in managing your social media accounts.

Hootsuite makes it easy to schedule and edit social media posts. The platform is very easy to use and allows you to see various aspects of your social media accounts directly on the site. This makes it a one stop shop where you can schedule posts and interact on your social media sites all without leaving Hootsuite. It can save a social media manager a significant amount of time, by allowing them to do everything within the single site.

Hootsuite's comes up short when looking at the analytic tools that they offer for the free and cheaper versions of the software. These can be cumbersome and inaccurate. It is often better if you go directly to the site for your department's social media metrics and don't use the analytic features offered by Hootsuite.

Another problem Hootsuite suffers from is the preview link being inaccurate. Hootsuite's previews used to be consistently correct, but with new scrutiny by consumers for social media sites to be more transparent, social media sites are starting to block and lock down their preview links. This has limited the ability to customize link previews, resulting in inaccuracies in

[To Table of Contents](#)

what will be on the actual post. Hootsuite also needs to work on improving the information that they pull from the website for the preview, as it is frequently different from the information displayed by the social media site. This also results in the actual post's preview being different from what you see in Hootsuite. Hootsuite is working with social media sites to resolve some of these problems.

Buffer

[Buffer](#) is a social media post scheduling website. This is the top competitor to Hootsuite. This site has a very clean and modern feel to it. It is a simple and easy to use site. It offers several plans with varying abilities similar to Hootsuite. With the free version you can have up to 3 social media accounts tied to your Buffer account and can schedule up to 10 posts per social media account at a time. The free version does not offer any social analytics.

The overall design and feel for the Buffer site is more modern feeling than Hootsuite. It is also very simple and easy to navigate. A unique feature is the ability to set up a posting schedule. This allows you to put your posts into your queue in the order you would like them to go out, and they will go out according to the posting schedule that is pre-established, saving you time as you do not have to manually schedule each post in the queue. This is a great feature for content that is not time sensitive, for example educational content. Remember that sometimes you will still need to schedule content that does not work with your pre-decided schedule.

The free version of Buffer is much more limited than the free version of Hootsuite. You are unable to see your posts and content in a calendar in the free version. You also receive no analytics with the free version.

The biggest con for buffer is the inability to create social streams preventing Buffer from being a one stop shop for social media management. Instead, a social media manager will still need to go to the social media site to interact with other users and to see posts by other users.

Canva

[Canva](#) is an image creator site that specializes in making it easy to create images for your social media accounts and posts. They have many free elements and elements that include a slight fee. You can also upload your own graphics and just use them for their size templates.

This site is very easy to use and navigate. The templates are clearly labelled for their use, and it contains a wide variety of templates for you to choose between. This site has templates for social media, email, marketing materials, presentations, documents, blogging, events and website banners.

Each template comes with a good selection of free layouts that you can choose from and customize, or you can make your own image in the template using available elements and uploading your own images.

The templates do not always fit social media correctly and can require you to go back and make changes to make it work.

[To Table of Contents](#)

While the site is in general, very straightforward and easy to use, it can be slow at times and can be difficult to edit some of the text in the templates. This frequently is due to the text being grouped. If you ungroup the text and separate the two text boxes, you will usually solve your problem.

Pablo

[Pablo](#) is an image creator site that is very clean and easy to use. It allows you to create images for Twitter, Facebook, Instagram and Pinterest. It is entirely free to use and has over 500,000 images for you to use as your background.

The images are all free and of high quality, and they have a good variety of fire service related images for you to use. This is something that Canva lacks. You also have the option to upload your own images.

The system is simple and straightforward, making this a great choice for beginners. They make it easy to design and create beautiful images to post on social media.

Pablo only has 3 image sizes, while these are compatible with Twitter, Facebook, Instagram and Pinterest. They are not exact matches. This can result in your image being distorted and requiring changes to be made. The 3 sizes also mean you are only creating images to post on the social media sites. They do not give you a size for event covers, website banners or your Facebook or Twitter Cover photo. While the simplicity of Pablo is great for beginners, more advanced users will find it limiting, and will find they can create better images using other services.

Crello

[Crello](#) is an image and GIF creator for social media. The layout is very similar to Canva. This service is special because you can create animated posts with it. It has a large selection of free options and over 33 templates for you to use.

The system provides an easy way to create beautiful posts with or without animation. It allows you to take the lead and customize the post with what you would like, including adding your own images.

Crello is very easy to use and edit. If you want a custom size and know your dimensions you can enter the dimensions and create it. This is a feature that many similar sites do not have. You can even resize a template that you have already selected.

The downside is Crello has limited free and paid options relevant to the fire service. This means for most of your images you will need to get creative or upload your own images.

The animated posts are great and very important to draw attention to your posts. The biggest problem is most of the animated design options are extremely cartoony and are targeting children. This could make it difficult to find an animation that goes along with your department's voice and brand.

The animations also are more difficult to edit than a normal image. The system frequently has a glitch where you cannot see all your text making it inconvenient to customize the animation. Patience and frequently hitting the “Play” button to see a preview will help you create an amazing animation.

Unsplash

[Unsplash](#) is a free high-resolution photo site. Images are extremely important for marketing and posts; this site is a great source to find images to meet your needs. Unsplash is one of the pioneers for offering free stock photos with Creative Commons Zero licensing. This means you can do anything to the photo and use it without asking for permission from or providing attribution to the photographer.

This site has some amazing and beautiful photos, including those relevant to the fire service. Many free photo sites lack photos that a fire department would need, but Unsplash has an excellent selection. It is easy to use and download images.

You cannot see or select the size of the photo. You merely have the option to download it. While all photos on the site are high resolution you don't know details about the image until after you download it. Images can shrink and look great but expanding them can enhance flaws and make a beautiful image distorted.

MetaShort

[MetaShort](#) is a link shortening and previewing editing service. This is an easy to use service that allows you to test your link and see how it will appear on the selected social media site before you post it. Visual links are extremely important in getting a high number of clicks. This site allows you to easily create beautiful links that will draw your target audience's attention.

Simple to use, this site allows you to copy and paste your link into the link editor. This provides you with a preview that you can customize and test. The ability to test it is key to success, because this allows you to go directly to the site and see if there will be any changes that the social media site will make.

The biggest downside to this link preview editor is that it does not allow you to upload a photo to use with the link. It does allow you to choose a photo that will be used with the preview, but you must use a URL to the desired photo. This is simple enough as you can upload an image to your website and use the generated URL for said image, but this is cumbersome and time consuming.

The other downside with Metashort is that you will only be able to customize for Twitter and Facebook, and you cannot keep or track your links if you are on the free service. This is not terrible if you are utilizing other services to gather your metrics but can be limiting to a social media manager.

Bit.ly

[Bit.ly](#) shortens and tracks your links. While this website might sound obsolete it can be a very useful tool in helping you create short links that are easily shareable via social media. If you have links to educational materials, you can enter them in to bit.ly shorten it once and use the shortened link time and time again. Social media sites like Twitter used to include the link in their character limit. This is no longer true. In many cases, Twitter will shorten the link for you, so you may be wondering why it is important to use a site like Bit.ly to shorten your links today. On a social media site you could use an extremely long convoluted link like

<https://www.iafc.org/topics-and-tools/resources?Types=4897b15c78366c709642ff00005f0421&Authors=3a9ab15c78366c709642ff00005f0421&OrderBy=SortTitle>, which would be shown as it appears in the image below.



As you can see this link is cut off, which means an individual is not able to see the full link. By using Bit.ly you create a short clean URL for your post that is visually appealing. The above URL becomes <http://bit.ly/2N74UJu> in Bit.ly. When placed in a post it will appear as it does in the image below.



This image is more appealing and allows the individual to see the entire link. This gives users the ability to easily type the links into their browser. Additionally, if a user is on a mobile device, these shortened URLs allow an easier ability to click to follow a link.

By using Bit.ly you can also track analytics on the link and see how and where it is performing. The analytics can track how many people are clicking on it along with from where they are finding the link. Bit.ly is also extremely helpful if you have a link you want to reuse for a while, as it saves the link and allows you to easily copy and paste it.

The free edition only allows you to see a month's worth of data. Bit.ly shortens links but does not allow you to edit the way the link will preview on social media.



Worksheet 1: Understanding Your Brand

Describe your department Logo:

How is this logo unique to your department?

What does your logo say about your department?

Department Nicknames:

How do these describe your department?

Department Mission Statement:

Does the public know this?

Department Sayings/Slogans:



Does the public know these?

Does the public have any sayings/slogans about your department?

What do these say about your department?

Top 3 Positive Public Perceptions of Your Department:

- 1.
- 2.
- 3.

Why does the public have this perception?

Top 3 Negative Public Perceptions of Your Department:

- 1.
- 2.
- 3.

Why does the public have this perception?

All the above make up your department's brand. Now, summarize your department's brand in 2-3 descriptive sentences, utilizing the information above.





Worksheet 2: Creating and Promoting Your Desired Brand

In the first worksheet, you may have found out that your brand isn't what you would like it to be. Now you need to create a plan to change public perception of your fire department to create your desired brand.

Describe Your Actual Brand (Use Worksheet 1 if you are unsure):

Describe Your Desired Brand:

What are the 3 biggest positive factors that you currently have that contribute to your desired brand?

- 1.
- 2.
- 3.

Are the above factors known?

What are 3 things you will do to raise public awareness about each characteristic above?

Action Item 1.

Action Item 2.

Action Item 3.

What are the 3 biggest negative factors that prevent you from having your desired brand?

- 1.
- 2.
- 3.

How did your department get each of these negative characteristics?



What are 3 things you can do to change the negative characteristics about your department?

Action Item 1.

Action Item 2.

Action Item 3.

Tasks

- Can any of your action items be combined?
- Establish a goal for each action item. Each goal should contribute to you achieving your desired brand.
- Assign each of the action items with their goal to appropriate people to take a lead on it.
- Provide additional members for the leads to create teams to enact their action item
- Leads should report the steps they will be taking within the action item to reach the goal with a timeline for each step
- Establish a reporting system for leads to ensure they stay on task and have a means of requesting resources and assistance.
- Reassess your brand as each action item is accomplished to ensure it is becoming your desired brand.





Worksheet 3: Defining Your Department's Voice

Purpose (Write why your department is on social media in 1-3 sentences.):

Character

If your department was a celebrity who would it be?

What are 3 traits that define this celebrity?

- 1.
- 2.
- 3.

If your department was a person, what relationship would it have with your community?
(coach, teacher, friend, parent, etc)

Tone

Summarize what you hope your tone says to your community in 1-3 sentences:

Language

What kind of words, spelling, emojis, emoticons, imagery does your department use in its social media conversations?

What kind of words, spelling, emojis, emoticons, imagery does your department never use in its social media conversations?





Worksheet 4: Social Media Strategy

Overview

Explain the purpose of this social media strategy. This should incorporate your broader goals:

Target Audience and Engagement

Who are we trying to reach? Why?

What do they want to know?

Is your current content accurate, relevant, up-to-date?

Is our content appealing (engagement rate, types of engagement)?

Are we providing content in ways most likely to be consumed by our target audience?
(e.g., video, podcasts, ebooks, images, Facebook, Twitter)

What 3rd party content should we be using?



[To Table of Contents](#)

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What content do we have that can be repurposed?

Who can we tap to write, post, etc. (members active on social media, members interested in writing articles, members interested in creating videos, members interested in graphic design)?

How are we tracking what content our customers want and what is our follow up strategy to provide more content based on their interests?

Workflow (This is who is responsible for each task)

How is content created?

Who is responsible for creating specific content?

How is content found?

Who is responsible for finding specific content?



Who posts content?

Who creates the social media calendar?

Who interacts with your audience on social media?

Who are the social media account leads?

Who oversees and is ultimately responsible for cohesive social media usage?

Guidelines

What are your policies, guidelines, processes and standards?



Content Review

Summarize your findings from your content review:

Brand

Summarize your department's brand in 2-3 descriptive sentences:

Voice

Purpose

(Write why your department is on social media in 1-3 sentences):

Character

If your department was a celebrity who would it be?

What are 3 traits that define this celebrity?

- 1.
- 2.
- 3.



If your department was a person, what relationship would it have with your community?
(coach, teacher, friend, parent, etc)

Tone

Summarize what you hope your tone says to your community in 1-3 sentences:

Language

What kind of words, spelling, emojis, emoticons, imagery does your department use in its social media conversations?

What kind of words, spelling, emojis, emoticons, imagery does your department never use in its social media conversations?

Messaging

What is your departments messaging to the community?

- 1.
- 2.
- 3.
- 4.



Objectives and Measurement

Objectives and Measurement (List your objectives and how you will measure success including the timeline and check-ins):

ONE

Metric 1:

Metric 2:

Metric 3:

Measurement Start date:

Measurement End Date:

Measurement Check-in Frequency:

TWO

Metric 1:

Metric 2:

Metric 3:

Measurement Start date:

Measurement End Date:

Measurement Check-in Frequency:

THREE

Metric 1:

Metric 2:

Metric 3:

Measurement Start date:

Measurement End Date:

Measurement Check-in Frequency:



FOUR

Metric 1:

Metric 2:

Metric 3:

Measurement Start date:

Measurement End Date:

Measurement Check-in Frequency:

FIVE

Metric 1:

Metric 2:

Metric 3:

Measurement Start date:

Measurement End Date:

Measurement Check-in Frequency:

SIX

Metric 1:

Metric 2:

Metric 3:

Measurement Start date:

Measurement End Date:

Measurement Check-in Frequency:



Costs

What if any costs do you foresee to accomplish your objectives?

Tools

List the tools you will use to assist you to achieve your objectives.

