

Social Media Plan Draft

Vernon Baseball Association Prepared by: Cari McClelland

Introduction

A social media plan spells out the game plan for social media activities. This document will help to shape the direction of our social media efforts and provides valuable information to ensure success.

Target Audience(s)

List all the potential audiences we want to reach through social media. Our primary audience(s) is the one or two groups who are the most important and will deliver the higher Return on Investment (ROI).

Primary Audience(s)

1	Parents
2	Kids
3	Sponsors
4	Community
5	Media

Audience(s) Profile

Include characteristics of our primary audience

Primary Audience(s)

	Audience Name	Audience Description
1	Parents/Guardians	Invested, cautious, protective, fans, volunteers,
2	Kids	Excited, want to be included, ready, learning
3	Sponsors	Business minded, generous, cautious, want to see financial return on sponsorship
4	Community	
5	Media	

Goals

List the goals we want to accomplish through social media. The goals should be specific and measurable. Include as little or many as we need (we can add more rows as needed).

1	Engage players, parents and volunteers
2	Grow organization with both players and volunteers
3	Show community what is happening in the organization
4	
5	

Social Media Tools

Select tools that contribute to the goals we've identified.

Tool	Purpose/Strategy	Metrics	Rank Priority (from 1-4)
Twitter	Headlines, engage, notify, network, insight	Followers, retweets, replies, links clicked, website traffic	
Facebook	Social, friendly, recruiting, engaging	Page likes, post likes, comments, website traffic	
YouTube	Organization awareness, amazing stories	Video views, subscribers, comments, website traffic	
Instagram	Fun, social, engaging	Comments, readership, social sharing, website traffic	

Action Plan

Tool	Tactic	Objective	Frequency	Measurement
Facebook	Share valuable content, Fun, Pictures video	Increase membership, community engagement, Increase sponsorship	3 times per week	Likes, shares, comments
Twitter	Updates, fun facts, information, events, contests	Quick detail shares, for news and events,	3 Times per week	Retweets, likes, comments
Instagram	Picture content,	Community	3 times per week	Likes, comments

	accolades for teams that have done well, fun times, events etc	engagement, visual presence, promote organization		
Snapchat	N/A			
YouTube	??			

Administrative Information

Administrator(s):

Time commitment:

_____ / week
_____ / week

How does Vernon Baseball want to be represented on social media accounts?

Plan for getting content out on Social Media:

Who to relay the information to, Social Media Contact:

How to relay information, e.g. email, text message etc.:

Approvals

How does Vernon Baseball want to go about approving content?