1. ASSEMBLE A TEAM

A successful team consists of members who can take ownership and responsibility for carrying out day-to-day updates in addition to long-term campaign goals.

• Do: Include anyone who could benefit from a successful campaign and those with writing and photo editing skills and business-related social media experience.
• Don’t: Try to tackle a campaign completely on your own (if you can help it).

2. PLAN YOUR CAMPAIGN

Ask and answer the following questions:

• Who is your audience and where are they on social media?
• What are your short- and long-term goals?
• Do your goals align with University priorities?
• What are your calls-to-action? (i.e. visit a website, take a survey, etc.)
• How will you determine success?
• What activities/responsibilities are needed by team members before, during, and after the campaign?
• Do you have a budget available to aid in your campaign?

3. CHOOSE YOUR SOCIAL PLATFORM(S)

• Determine your target audience
• Review your social media accounts’ analytics to learn follower demographics. Pay close attention to the engaged followers – they’re the ones who are more in-tune with your content and respond with action.
• Pick the best platforms to reach your target audience based on follower demographics.

4. USE EDITORIAL CALENDARS TO PLAN POSTS

• Use a shared digital spreadsheet or calendar (i.e. Google Calendar) to layout time and order of posts in your campaign.
• Use scheduling tools like HootSuite or Buffer to accomplish this, if available.

5. DETERMINE A TONE/VOICE APPROPRIATE FOR YOUR CAMPAIGN

• Within the overall tone of your brand, adjust your campaign posts’ voice to what your audience will engage with.
• Maintain professionalism even when being informal, fun, and friendly.
• Use emojis and hashtags to add content value and to be a part of larger conversations.

Source: Social Media Examiner
socialmediaexaminer.com/social-media-campaign-elements