

Key Steps of Planning a Social Media Action

1



Know your target(s), define who your audience is, make sure you know the goal of the action and be clear in your task.

- It is important to know that your audience might be elected officials as well as other organizations
- Ensuring you goals and tasks would avoid participants being confused.

2



Start developing a social media toolkit.

- It is important to have any campaign material such as one-pagers, talking points, letters, etc. Any of these would help to develop the hashtag(s), sample tweets, and infographics.
 - Tweets that have images such as photos, graphics, logo, etc., are better (catchy!)
 - Canva and Piktochart are good for finding free graphics.
- Using/Sharing google docs (view only) are better for social media toolkits and collaborating with partners.
- Keep in mind sample tweets cannot be more than 280 characters

3



Share your final social media toolkit with your partners, colleagues, members, etc.

- Make sure they understand the timing of the action, as well as their particular role(s).

4



Send a reminder the day before and the day of the social media action (in the morning).

- This will help you remember to engage in the action and not miss the first opportunity to post!

5



If possible, keep track of the tweets and retweets.

- Tracking these numbers will help you identify what worked (and what did not work) in your social media strategy.