

THE SOCIAL MEDIA TOOLKIT FOR HEALTHCARE



SOCIAL MEDIA STRATEGY TEMPLATE

Overall social media aims for [INSERT ORGANISATION HERE]

AIM 1 :

AIM 2 :

AIM 3 :

Your social media activities should feed into your work and help you towards achieving the aims you've just identified. Answer the questions below (briefly) to establish how and why you are going to use social media to add value to your work and help reach your objectives.

Once completed, discuss with the [INSERT POINT OF CONTACT].

Use this document as a reference point to shape all of your social media activity across your team.

What are your three specific social media objectives – what do you want to get out of using social media?

Who are your key audiences to connect and build relationships with?

- 1.
- 2.
- 3.
- 4.
- 5.

What are you going to be mainly talking about (this will help you build a content plan and schedule)?

[Example: news, events, launches, staff stories, projects]

Where will you source this information from?

How often will you commit to posting?

How are you going to resource your social media activity?

How will you report and measure the effectiveness of your social media activity?

What does success look like for you on social media?