

Social Media Strategy Development Guide

for Optimist Clubs

1. What is your Club's brand? (Think focus projects, mission, purpose & values)
2. Define your Club in 120 characters or less. (This can be used for social media profiles.)
3. List the various stakeholders of your Club. (Community leaders, School board, City Council, other service organizations, etc...)
4. How will the Club manage its social media presence? (Will it be a Club officer, chair position or social media committee?)
5. Who will have access to the social media accounts?
6. Have you put together a social media policy? (What is acceptable and what is not?)
7. Top three Club objectives/goals (in general):
 - 1.
 - 2.
 - 3.



8. Who is the target audience related to the Club's goals? (1-3 correspond to the above)

1.

2.

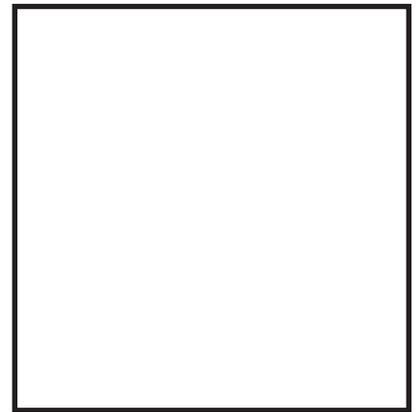
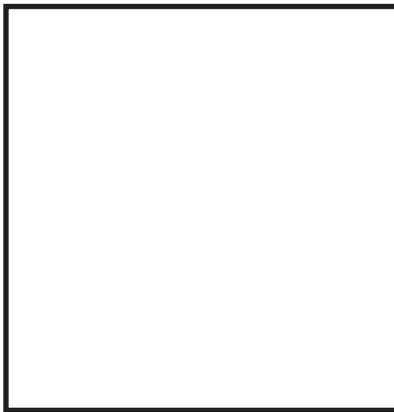
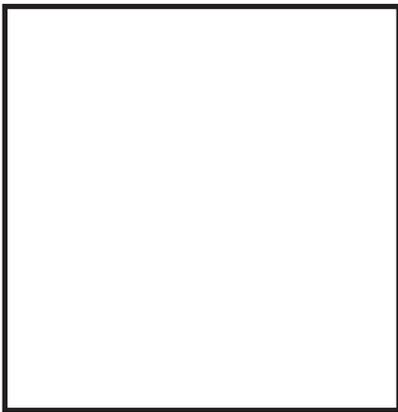
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9. What are the key words associated with your:

Club

Organization

Audience



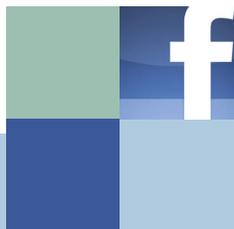
10. How will you measure success toward your stated objectives/goals? (What would you consider a success? Additional volunteers, money raised, Facebook "likes"?)

11. Creating a Content Calendar: A content calendar is a way to easily collaborate social media efforts. The calendar is an efficient way to control publication of content across diverse media outlets over a period of time, usually a week or month.

12. Creating a monthly calendar can help you separate out social media tasks for:

1. Events, Activities & Fundraisers

2. How Frequently You'll Post



3. Who Is Responsible

4. Monthly Themes or Topic

13. Measure Your Impact on a Monthly Basis

1. Each channel has “insights” that show statistics, page views and engagement.
2. Use the “insights” to redefine your content calendar.
3. Ask: How has our social presence impacted our Club?

14. How will you transition accounts? (Include time for education and training)

Social media is an additional tool to market and publicize your Optimist Club. Taking the time to add in a social media strategy to your Club’s marketing plan can help your Club’s growth, volunteer pool and fundraising.

For more social media guides and to connect with Optimist International, visit www.optimist.org/socialmedia.

