

Step 1: Develop a social media plan

A social media plan can be useful to ensure that you're communicating effectively online and using appropriate platforms to maximise your reach and interaction. Take time to consider:

Who are you trying to reach?

Identify your target audience (age, gender, location)

Who will be the spokesperson or voice for your community group?

This person will manage posts and respond to messages/queries

What are you hoping to achieve?

Are you aiming for broader exposure, greater number of sign ups, increased attendance at community related events?

How often will you post?

Daily, weekly, fortnightly, monthly? Think about the types of posts you make and include a variety of good news stories, promotion, volunteer spotlighting, information and event promotion.

How will you evaluate success?

What do you have in place to demonstrate if your message is reaching the right audience?