

COORDINATED SOCIAL MEDIA CAMPAIGN AND EVENT PLANNER
[SAMPLE TEMPLATE]

REMEMBER: The secret of social media is not having just one account; it is linking all of your accounts together to drive traffic and search engine optimization to one main web site, so that you have a net that catches potential users interested in your product or services. Search engines catch and prioritized highly linked sites (see for example, Yokai Benkler's *The Wealth of Networks*).

SECTION I: EVENT INFORMATION

<p>EVENT TITLE:</p> <p>TIME:</p> <p>LOCATION:</p> <p>PLACE:</p>
<p>TEAM MEMBERS INVOLVED</p> <p>LEAD PLANNER:</p> <p>SUPPORT:</p> <p>MEDIA RELATIONS:</p> <p>PUBLIC RELATIONS:</p>
<p>ACTIONS REQUIRED:</p> <ol style="list-style-type: none">1.2.3.4.5.
<p>KEY MESSAGES:</p>

GOALS FOR EACH TARGET AUDIENCE (Internal and External):

EVENT SCHEDULE:

EVALUATION:

SECTION II: SOCIAL MEDIA KEY MESSAGES

1) FACEBOOK/TWITTER/LinkedIn:

2) INSTAGRAM:

LIST OF TEAM’S USER NAMES TO INCLUDE IN EVENT POSTINGS:

LIST OF KEY INFLUENCERS USER NAMES TO TARGET:

BEFORE EVENT

1 Month Out:	
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1 Week Out:	
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DAY OF EVENT

Beginning:	
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Middle:	
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End:	
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AFTER EVENT / FOLLOW-UP

Next Day – Acknowledgements /	
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Thanks:	
One Week After:	
EVALUATION METRICS	
<p>Starting Metrics Recorded (e.g. Numbers of Friends, Likes, Followers, Retweets) Twitter: ** retweets ** likes ** key influences Facebook: ** likes ** friends Instagram: ** followers</p> <p>Metrics One Week/Month Later: Twitter: ** retweets ** likes ** key influences Facebook: ** likes ** friends Instagram: ** followers</p>	
EVENT HASHTAG (Must be unique): #	
OTHER STAKEHOLDER HASHTAGS TO INCLUDE (At least five):	
GENERAL COMMENTS AND EVALUATION FOR FUTURE EVENTS:	

**Ted Glenn's *Professional Communications in the Public Sector Examples* (2014)
Event Planning Worksheet (p. 165)**

STEP 1: RESEARCH	
STEP 2: PLANNING	
STEP 3: DEVELOPMENT	
STEP 4: DELIVERY	
STEP 5: EVALUATION	

