



# Social Media Strategy for Community Groups





“We don’t have a choice on whether we **DO social Media**, the question is how well we **DO it**”

-Erik Qualman



- Social Media Policy
- Social Media Strategic Plan
- Choose the right network(s) for you
- Create a Content Calendar
- Track and measure your results



# Social Media Policy

The policy guides, advises and inspires in best and worst-case scenarios

1. Define your organization goals and values
2. Establish security protocols
3. Make a plan of action for a security or PR crisis
4. Outline how to stay compliant with the law and platform requirements





# Social Media Strategic Plan



## Objective

What you want to accomplish



## Goals

S.M.A.R.T  
Specific  
Measurable  
Attainable  
Relevant  
Time-bound



## Content types

Text, Images, Videos and  
Links



## Tracking Tools

Facebook Insights, Twitter  
analytics Hootsuite,  
Google Analytics



## Audience

Create audience personas



## Action Plan

Account development



# Choose right network(s) for you



**Demographics**  
(monthly active users-2019)

2.5 billion

330 million

2 billion

660 million

1 billion

**Purpose**

Building relationships

News, articles, opinions and conversations

Search "How to"

News, articles, opinions and conversations

Building relationships, conversations

**Best for**

Brand Loyalty

Public Relationships

Brand awareness

Business Development

Generation Retail

**Downside**

Limited Reach

140 characters

Resources Intensive

Limited Interaction

Images only



# Create a content calendar

A calendar for scheduling social media content

1. Save time by being organized
2. Post consistently
3. Make fewer mistakes
4. Don't miss out on relevant moments





# Track and measure your results

## Return On Investment

Goal	Metrics	Analytics
Awareness	Like volume, reach, exposure and amplification	Platform analytics
Engagement	Retweets, comments, replies and participation	Platform analytics
Drive traffic	URL shares, clicks and conversions	Platform analytics
Share of Voice	Volume relative to your closest competitors	Platform analytics





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