**College of Agriculture, Health and Natural Resources  
Social Media Strategy & Tactical Plan**

**Strategy Statement**

Develop content plans and schedules, to deliver engaging, ongoing communications on new social media accounts.

**Goals & Objectives**

*Outline between 1-5 goals that you hope to achieve through the development and management of these social media accounts*

**Target audience (in order of priority)**

*List primary, secondary, and tertiary audiences you hope to reach through the development and management of these social accounts*

**Channels & Activities**

*Examples below should be reordered for your individual strategy/plan*

Instagram (main focus)

* Target audience: Current and prospective students, recent alums
* Post frequency: 1 post/2 stories per week, reshares as applicable
* Content breakdown: 50/50 split “professional” versus “fun” content
* Engagement activities: Monitor comments/respond as needed; Engage with related accounts to increase reach

Twitter (secondary focus)

* Target audience: Journalists, faculty, general public
* Post frequency: 1 native post/1 retweet per day (minimum)
* Content breakdown: 60/40 split “professional” versus “fun” content
* Engagement activities: Monitor comments/respond as needed; Engage with related accounts to increase reach

Facebook (secondary focus)

* Target audience: Alums, parents, donors, friends, general public
* Post frequency: 3 posts a week
* Content breakdown: 60/40 split “professional” versus “fun” content
* Engagement activities: Monitor comments/respond as needed; Engage with related accounts to increase reach

LinkedIn (tertiary focus)

* Target audience: Alums, sponsors, donors
* Post frequency: 3-5 posts unique content/week
* Content breakdown: 70/30 split “professional” versus “fun” content
* Engagement activities: Monitor comments/respond as needed; Engage with related accounts to increase reach

TikTok (emerging focus)

* Target audience: Current and prospective students, recent alums
* Post frequency: 1-3 times a day
* Content breakdown: 100% “fun” content
* Engagement activities: Monitor comments/respond as needed; Engage with accounts through duets, stitches, etc.

**Metrics**

*What will you measure to show the impact of your social accounts?*

*Examples could include:*

* *Increase web traffic*
* *Grow followers of departments accounts*
* *Reach different target audiences*
* *Increase engagement on social platforms*

**Content Strategy**

*Identify ways you will consistently create, coordinate, or solicit content.*

*Examples could include:*

* *Develop plans for categories that allow for content you can prep in batches when it’s convenient for you, e.g. student spotlights, faculty spotlights, facility spotlights, program spotlights, fast facts, etc.*
* *Monitor trends and apply them* appropriately *to your department*
* *Develop a pipeline to be alerted about more timely items, e.g. events, new grants, awards/honors, etc.*
* *Coordinate with CAHNR Office of Communications to develop news stories (new grants, outreach, student or alum stories, publications, media mentions, etc.)*
* *Identify holidays or awareness weeks that align with your areas of expertise and develop content engaging in those larger conversations*
* *Work with students to provide photos of clubs or events they are already attending*
* *Rely on the UConn Mediashare for some “fun” content*

**The CAHNR Office of Communications is here to help. Email your completed worksheet to the contact below for review and one-on-one support:**

**Jessica McBride, PhD**  
Director, CAHNR Office of Communications  
[jessica.mcbride@uconn.edu](mailto:jessica.mcbride@uconn.edu)