

What Is Included in a Social Media Plan?

Getting Started: *Five steps*

1) Begin with knowing and understanding your company, or in the case of artists, your professional situation. How long you have been in operation or practicing your art, what kinds of things do you spend your development time on, and what are your goals and objectives for the short term and long term?

2) Research what others are doing with social media. Are there organizations similar to yours locally and nationally? How have other artists been using social media?

3) Assess what, if any, social media platforms you have explored, what strategies are already in place, and where there is room for improvement.

4) What types of platforms will work for you, taking into consideration your unique situation and goals? What sort of stable content will best represent your vision? Social media platforms change from day-to-day and not every kind is suitable for everyone.

5) What sort of linkages online will benefit you? Will you connect with other local, national, or international businesses or people online? How will you promote yourself? What sort of schedule for posting content will work best, and what categories of posts will be established?

Staying Current

Some considerations as to why adding a management plan is a good idea

- Different social media platforms require various frequencies of content postings
- Settings and user interfaces change frequently and require maintenance to stay current
- Platforms rise and fall in popularity
- Regular posting of new content encourages people to follow you more closely
- Simply telling people to buy your products or come to your performances will rarely be successful in today's information saturated market
- Quickly responding to posts by others adds to credibility and will encourage people to interact