

# SIMPLE SOCIAL MEDIA FRAMEWORK

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There are different components to a social media strategy. Senior level leaders don't need to be involved with the content calendar. What they do need is clarity around how to organize social media efforts around a specific purpose for each channel and who runs point for the content in each.

A simple framework goes a long way; it doesn't need to be overcomplicated. And, it doesn't always make sense to "contain" the responsibility in one place. As you can see in this example, there is not one "staff owner" of the strategy, but rather a team approach for maximum impact.

Get executive agreement around the framework and then let the appropriate point people run the content calendar.

	Communications	Community	Promotions
WHAT	Information, Events & News Stream	Relational, Guest Services, Live Support	Marketing & Advertising
WHEN	Weekly, heavy M-F	Daily, heavy on the weekend	By campaign or project need
WHO	Staff lead: Sally	Volunteer lead: Mac	Staff lead: Clint
HOW	Routine Process, Pre-scheduled	Real-time	Pre-scheduled
WHERE	Facebook & Twitter	Facebook & Twitter	Facebook, Twitter & Instagram



Are you trying to get everyone on board  
with a social plan you can keep up with?  
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