

Steps to Establishing a Social Media Strategic Plan

1. Reviewing and implementing ECU social media resources and policies

- a. [Social Media Guidelines](#)
- b. [Social Media Use Policies, Regulations and Rules](#)

2. [Registering with ECU](#)

3. Finalizing major updates to the College of Education's website

4. Establishing College of Education's identity on social media

- a. College's mission statement:
 - i. The mission of the College of Education is the preparation of professional educators and allied practitioners, including professionals in business information systems, counseling, electronic media, and librarianship. Significant to this mission is a strong commitment to three important related areas, all of which are realized through partnerships and other endeavors. These three areas are:
 1. the encouragement and nurturing of professional growth for educators and allied practitioners at all levels and in all areas of the educational endeavor;
 2. a continuing emphasis on and support for scholarship and research/creative activity;
 3. service in all areas of professional education.

Critical to such commitment is the promotion of effective teaching; staff participation in the improvement of schools; and, in concert with other state agencies, the development and creation of educational policy for North Carolina.

- b. Social media posts made by and submitted to the COE should support the college's mission (in short):
 - i. Departmental and unit posts should support one or more of the following:
 1. Preparation of educators
 2. Encouragement of professional growth
 3. Emphasis and support of scholarship and research activities
 4. Service to the university, community and beyond
 5. Promotion of effective teaching and the improvement of schools
 6. Creation of NC educational policies
- c. Determine the College's "voice"—what will the college add to existing conversations?
- d. Only post reputable and brand-enhancing content
- e. Who are our audiences?

5. Set social media goals

- a. What are ideal numbers of Likes, Shares, Tweets, Retweets, Follows, Connections, etc.?
- b. What are the best tools for support the COE mission using social media?



- i. Facebook, Twitter, WordPress and LinkedIn via HootSuite?

6. Develop Content Strategy

- a. Collapsing all COE social media sites into one official site
- b. Establish a method of supplying content (monthly posts scheduled weekly in Excel file?)
- c. Communicate goals to COE departments and offices
- d. Identifying a person from each area who will supply the content

7. Follow and participate with other thought leaders in the field so that the College will be amongst them in conversation increasing visibility and presence.

- a. Engage followers and peers in social media activity
- b. Respond to questions and comments as necessary
- c. Monitor inappropriate activity

8. Resources and Personnel necessary for sustainability

- a. Create a social media committee to help establish and implement a strategic plan for the College of Education
- b. Determine who is responsible for monitoring the site