

Social Media Strategy Template for Behavioral Health CBOs

1. Objectives

What are your main goals for using social media to promote your data storytelling?

- 1.
- 2.
- 3.

2. Target Audience

Who are the primary audiences you want to reach with your data storytelling on social media?

- 1.
- 2.
- 3.

3. Key Messages

What are the main messages you want to convey through your data storytelling on social media?

- 1.
- 2.
- 3.

4. Social Media Platforms

Which social media platforms will you use to promote your data storytelling, and why?

1. Platform:

- Reason:
- Content Types:
- Posting Frequency:

2. Platform:

- Reason:
- Content Types:

- Posting Frequency:

3. Platform:

- Reason:
- Content Types:
- Posting Frequency:

5. Content Strategy

- What types of content will you create to showcase your data storytelling on social media?
- How will you ensure your content is engaging, informative, and visually appealing?
- How often will you post content on each platform?

6. Engagement Strategy

- How will you encourage your target audience to engage with your data storytelling content on social media?
- How will you respond to comments, questions, and messages from your audience?
- How will you collaborate with influencers, partners, and other organizations to expand your reach?

7. Measurement and Evaluation

- What metrics will you use to track the success of your social media data storytelling efforts?
- How often will you review and analyze your social media metrics?
- How will you use insights from your metrics to refine and improve your social media strategy over time?

8. Team and Resources

- Who will be responsible for creating, reviewing, and publishing your social media content?
- What tools and resources will you use to create, schedule, and manage your social media presence?

- How will you ensure that your social media efforts are sustainable and aligned with your organization's overall goals and resources?

9. Guidelines and Policies

- What guidelines will you follow to ensure that your social media content is consistent with your organization's values, brand, and voice?
- What policies will you put in place to handle sensitive topics, user comments, and potential crises on social media?
- How will you train your staff on your social media guidelines and policies?

10. Timeline and Action Plan

- What are the key milestones and deadlines for launching and maintaining your social media presence?
- What specific actions will you take to implement your social media strategy, and when?
- How will you ensure that your social media strategy remains flexible and adaptable to changing circumstances and priorities?