

Social Media Platform Request

Overview

1. What is the purpose of having a presence on this platform?
2. Which initiatives will you advance through this platform?
3. What audience will you be targeting on this platform? Is this the same audience you are targeting with other marketing efforts, or is there variance?
4. What is your strategy for building a relevant audience?
5. How will this platform integrate and be compatible with your other digital marketing efforts and touch points?
6. Are any other marketing resources already targeting this demographic? If so, what are they?
7. Will your social media be synchronized with CRM?
8. What research and data can you provide that supports the need for a presence on this platform?
9. Have you evaluated other existing digital assets that can satisfy this need? If so, which assets did you evaluate and what were your discoveries?
10. How does the platform presence align with the USF Brand?
11. What will your handle name be? How will it identify your department without confusing audiences? (Ex: USF College – NO!)
12. How will this platform impact your specific department?

Process

13. How will this initiative be launched?
14. How many authors and administrators will you have for this platform? Do you intend to have students handling any posting and publishing?
15. How frequently will you post?
16. What is your content creation process?
17. What is your content approval process?
18. How will your creative be developed for this platform?

19. How will you manage your community?
20. What is the voice and tone for this platform?
21. What percentage of your promotional mix will this page account for?
22. How will information delivered on this platform differ from what is on your website?
23. How will people know to follow this account?
24. Will your social strategy be paid, organic, or a combination? If there is a paid element, what do you estimate your spend to be?
25. Do you plan to invest in any scheduling or listening tools?
26. Are you familiar with legal issues in this space such as use of identifying images, copyright, and more referenced in the Digital Communications Policy (insert link)
27. What is your strategy for sharing key messaging with your perspective college and main USF accounts?
28. What is your strategy for creating conversion and commerce with your content/posting?
29. Provide a timeline of the launch (ex: pre, launch, post. How does the effort make an impact upon the launch?
30. How will content reflect/integrate with information on website?
31. What means/avenues will you use for paid ads?

General Information

32. What best practices have you identified for this platform?
33. Please list the department goals that this platform will help support
34. What are the measurable goals and outcomes that will determine success? When do these "milestones" occur to review progress? What should we look for in the first one?
35. Which analytics will you place the most value on and why?
36. Develop a calendar with a six-month content strategy
37. What does year two look like?

38. Please note how this platform will support the overall USF brand.

39. Provide a monthly analytics recap of your content engagement via web and/or existing college social platform.

40. Provide a timeline of benchmarks you believe will be met over the course of one year.