

# Economic Development Social Media Planning Guide

## I. Analysis of Current Media Use – Audience Research

(Analyze what you are using now and the current target audience.)

### Current Social Media Statistics

Facebook:	_____ fans	_____ Not on Facebook
Twitter:	_____ followers	_____ Not on Twitter
LinkedIn:	_____ members	_____ Not on LinkedIn
Blog:	_____ subscribers	_____ Have no Blog
YouTube:	_____ subscribers	_____ Not on YouTube

## II. Planning

(Define what audiences you want to reach with social media.)

### A. Targeted Audience

- Site Selectors (for what specific industries and in what specific locations?)
- Companies with potential to relocate (who and where are they?)
- All industries and retail located in your city (to address business retention services?)
- Travelers visiting the state and region (encourage local tourism?)
- Young professionals, local residents and community (to engage in local initiatives?)

### B. Goals

(Identify the goals you want to achieve with social media.)

- To help foster a relationship between your JDA/EDC and the audience you serve.
- To help brand your city and region as the best location to locate a \_\_\_\_\_ business. (what types of businesses/industries are you trying to attract?)
- To develop the young working professional demographic in your city and to market your city/region not only as a great place for young people to work, but also as a great place to live and play.
- To keep your audience up-to-date with your economic development and tourism news and events.
- To build awareness of JDA/EDC and to generate more buzz and awareness by prompting more searches, website hits, e-mails and phone calls.
- To provide appropriate and easily accessible platforms for your audience to interact with you, ask questions, make comments, and engage in conversation.

## C. Your Story

(Create a short story of your organization, community, or region in the terms that your targeted audience will appreciate.)

- Business environment (highlights of industries, industry clusters, business support, training etc.)
- Resource access (workforce, university/college, incentives, etc.)
- Infrastructure (transportation, telecommunications, energy, etc.)
- Partners (what organizations are stakeholders or collaborators in local economic development activities?)

## III. Strategy

(Decide which social media platforms are best for your goals and resources.)

### A. Media Platforms

#### 1. Facebook

What to share

- news stories
- events
- JDA/EDC promotions
- interesting facts about your city
- your innovations
- your tourist attractions
- photos and videos of events

How often

- 3-6 posts a week
- no more than twice daily
- no limit on comments or responses to others' comments

#### 2. Twitter

What to share

- news stories
- JDA/EDC promotions or events
- interesting tidbits about your city, your innovation, or tourism attractions,
- responses to followers' tweets, photos of events,
- general posts regarding current trends in travel (if the city is a tourism site) or
- other trends related to local industries
- general posts about your community
- re-tweets of the city's business news and accomplishments

## Twitter (cont)

How often

- 1-3 tweets daily
- no more than 3 tweets daily, unless responding to other tweets
- Twitter posts should be frequent because the platform is set up to flow at a conversational pace

## 3. LinkedIn

What to share

- Mainly information on events

How often

- 1-3 times per month-do not clutter the network
- Only post information about events and major news stories
- The main utility of LinkedIn is to visualize others in the network and to connect with them

## 4. Blog

What to share

- information on activities, events, plans, goals of economic development in the community

How often

- 1-3 times per week or can daily if you are using as the local, daily newspaper
- Post information of interest to community, potential residents and businesses
- The main utility of blog is to engage the community and those who are potential investors and to connect with them

## 5. YouTube

What to share

- short (1-4 minute) videos of interesting events, businesses, real estate and opportunities

How often

- 1 times per month
- information of interest to community, potential tourists and residents and businesses
- The main utility of YouTube is to extend the reach of development efforts

## **B. Monitor the web**

### **1. Keyword tracking tools**

- Google Alerts: set alert for "Our City, North Dakota"
- Search keywords and twitter hash tags for "our city name" to see what is being said about your community

### **2. Social network monitoring plans**

- Set up E-mail notifications for all social media platforms
- Use Facebook Insights provides statistics and graphs
- Tweetdeck is a platform that allows users to visualize tweets, replies, searches, and direct messages in an organized fashion

## **C. Plan Responses**

### **1. Complaints**

- Always respond.
- If complaint is grave, follow up via private message, phone call, or e-mail.
- Minor complaints, post publicly and rectify situation.
- Never delete, as this can make the problem worse.

### **2. Obscene Content**

Always delete

### **3. Self-promotion**

Allow if the business is located in the city or is a Chamber member.  
Otherwise, regard as spam and delete.

### **4. Compliments or Retweets**

- Respond to as many positive compliments as possible without cluttering the network
- Say Thank you for all Re-tweets on Twitter

### **5. Questions**

Answer all questions or direct to appropriate person

## IV. Measure ROI

### A. Qualitative

- Are we building relationships? Is our audience interacting with us?
- Are we building the city/region's brand?

### B. Quantitative

- Facebook and Twitter analytics
  - Number of friends, followers, comments, “likes”, Re-tweets, @replies
- Web traffic
  - Use Google Analytics
- Social mentions
- Blog hits and comments
- Newsletter subscribers

## V. Set Timeline

(Set concrete goals for the number of people your media plan will reach)

Social Media Impact Goal for \_\_\_\_\_(Date):

Facebook: \_\_\_\_\_ fans

Twitter: \_\_\_\_\_ followers

LinkedIn: \_\_\_\_\_ members

Blog: \_\_\_\_\_ subscribers

RSS Feed: \_\_\_\_\_ subscribers

YouTube: \_\_\_\_\_ subscribers