

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