

WISE

Walking In Spiritual Excellence

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Social Media Intern

2013 Social Media Plan

[Social Media Plan]

Executive Summary

W.I.S.E, an acronym for Walking in Spiritual Excellence is a contemporary magazine. W.I.S.E magazine, the publication and website, informs the world about living a Christian lifestyle. Rhonda Mouton launched W.I.S.E Magazine July 2009. This magazine is committed to inspire people to live a lifestyle of spiritual excellence through providing content that reflects practical, day-to-day living in every aspect of their lives from a perspective committed to the Bible as the inerrant Word of God.

This plan was created in an effort to raise awareness about the magazine and to increase readership, brand awareness, subscribers, and advertisers. Many public relation practitioners have deemed social media as the newer form of relating to the public and increasing consumer awareness about organizations, products, and services. Currently, the magazine utilizes Facebook, Twitter, LinkedIn, Pinterest, and Google+.

To reach a more diverse audience and increase readership, different social media tools will be recommended and discussed. The following social networking tools are recommended to get Wise magazine better connected.

- ✚ Facebook: This site can allow the story of the organization to be told through pictures, stakeholder comments, polls and surveys, and links to relevant information regarding the organization.
- ✚ Twitter: Joining this site can help start conversations with the general public. This site will allow the organization to be more interactive and engaged.
- ✚ Pinterest: This site can be used to create a visual for the magazine. Posting pictures that depict the articles found inside the magazine can spark interest.
- ✚ LinkedIn: This professional network would be a great way to connect with patrons, volunteers, and potential partners. Creating this account would also be a great way to increase search engine optimization.
- ✚ Google+: This tool can be used to control all of the sites from the same platform. This site can also be used to hold video conferences with the social media staff.

The above recommendations will be discussed in much more detail throughout the plan. Included you will discover a projected budget, tactics, strategies, implementation methods, and a timeline.

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Client Profile

Wise magazine has poised itself in the market to soon grow in its circulation numbers, earn the respect of its readership and establish itself as an insightful, influential, positive and progressive media.

This brand believes that God is alive and speaking both inside and outside the four walls of the church. This is why they cover life issues and content to look at the things relevant to our lives and world, and give voice to what God is doing in and through people. Wise believes a lot can be learned by looking more deeply at things that challenge you. The vision purpose of the brand is as follows:

The WISE Brand is a multi-level company whose purpose is to impact and give voice to what God is doing in and through our people. We believe encountering God changes lives, so the magazine looks at how we can live that out in tangible, intentional and thoughtful ways. We give content and real-life issues that other faith-based magazines might shy away from, because we believe it's important to address real life -even when it makes us uncomfortable. If it's relevant to our readers, you'll find it on our pages. (www.wisemagazine.org).

Audience Analysis

The audiences that Wise magazine are trying to reach includes anyone who is interested in living a Christian lifestyle, subscribers, and advertisers. This social media plan is an attempt to reach these audiences.

Objectives

The primary objectives of this social media plan are to present a strong argument as to why the social media efforts of Wise magazine need to be revamped and executed. These efforts are intended to reach both internal and external audiences. Additionally, all of the social media goals listed below are deemed as measurable; a breakdown of how these are measured will be discussed in the evaluation section of this plan.

Goals

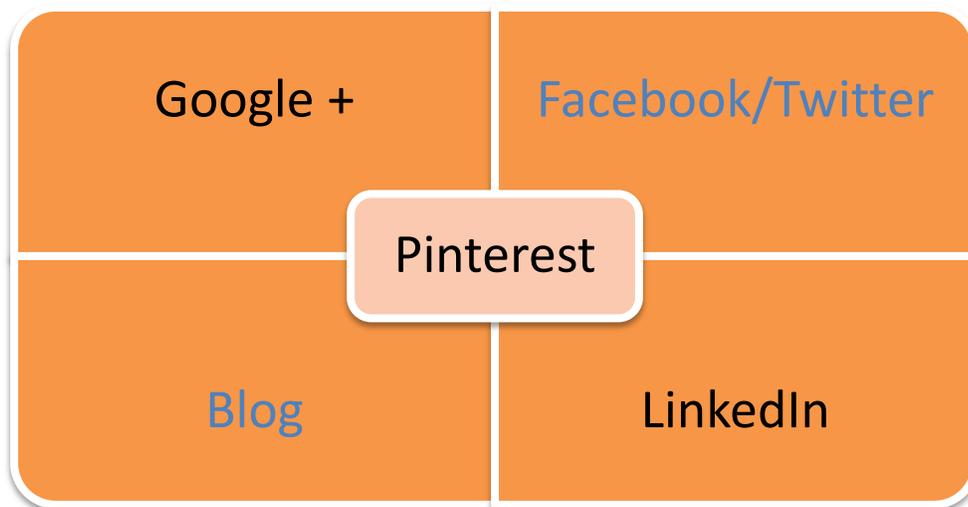
- ✚ Generate initial target audience awareness
- ✚ Increase readership
- ✚ Encourage advertisers

- ✚ Connect with potential partners
- ✚ Update audiences on new issues

Strategy & Tactics

Strategies and tactics are needed to ensure the previously mentioned objectives/goals are executed fully. To effectively reach the objectives of this organization, Facebook, Twitter, Blogs, LinkedIn, Pinterest, and Google+ are all recommended social media tools. This section will provide visual guidance in addition to textual guidance for the purpose of reaching Wise magazine's outlined objectives. An analysis of already existing social media use, the purpose of these tools, new strategies and tactics, and an action plan will all be discussed in this section.

Focus Channels

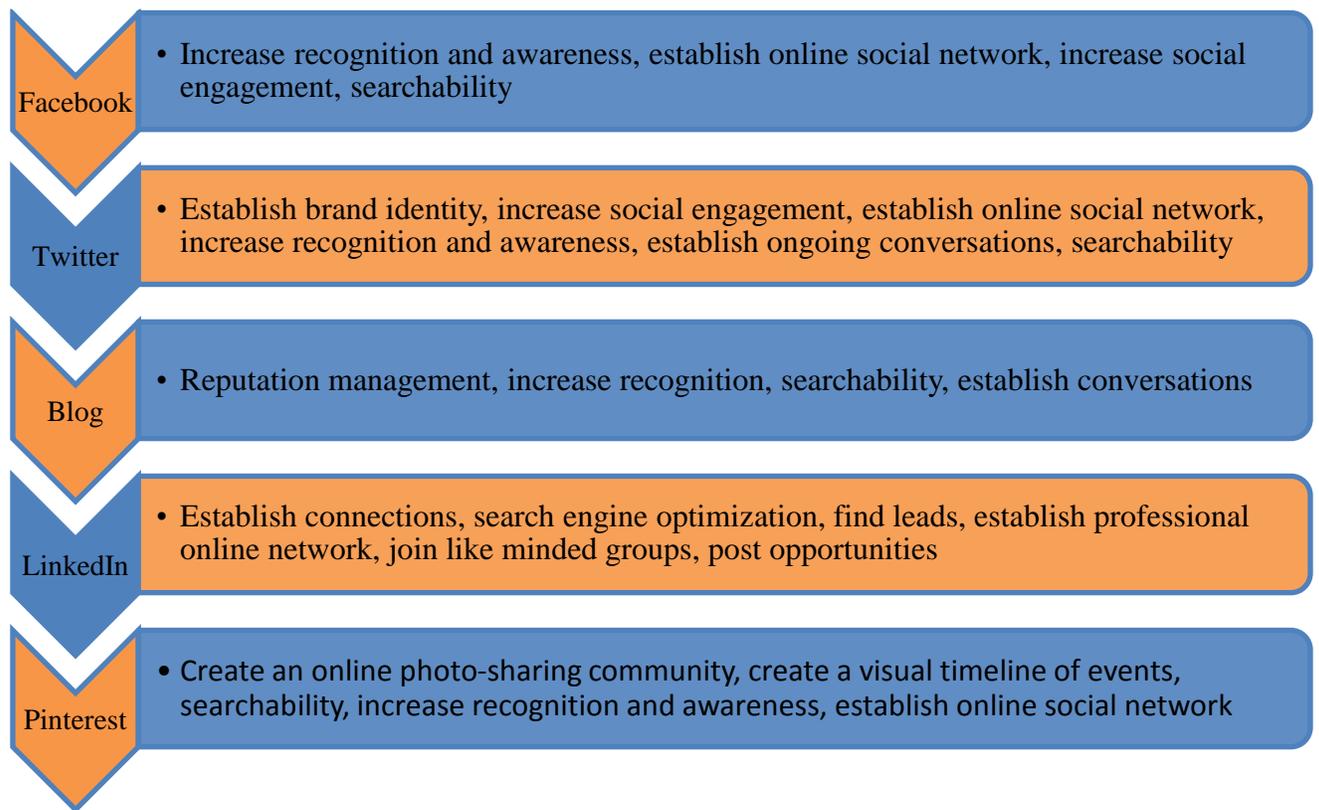


Analysis of Existing Online Presence

1. Facebook – Minimal presence

2. Twitter – Minimal presence
3. Blog – Minimal presence
4. LinkedIn – No presence
5. Pinterest - No presence
6. Google+ - No presence

Purpose of Focus Channels



Strategies/Tactics

In order to drive traffic to the recommended social media sites, the following strategies and tactics should be considered.

- ✚ **Link all pages together.** Post links to the social media websites that are active to the website. This will drive traffic to all pages and spark audience interest. Most social networking sites have the capability of linking pages together.
- ✚ **Be consistent with the message.** On all social media tools used, be consistent with the message that you want to be delivered about the organization.
- ✚ **Use hashtags.** Using hashtags will open conversations to the entire online community. This is a great way to filter through conversations and see topics that directly relate to the organization. You can click on the hashtags to find other people engaged in similar conversation that may open avenues for possible networking and collaborations. Twitter is the mega arena for hashtags.
- ✚ **Have control over your message.** By creating and being active in the recommended pages, you are controlling the message about your organization. When Wise magazine and brand are searched via search engine, these social media pages will be among the first found topics thus controlling search engine optimization. Blogs and Facebook pages are great ways to control the message and create the story that you want to deliver.
- ✚ **Listen and engage with your online community.** Frequently search for your magazine and see what is being said. If people are unclear about the scope of the magazine, and/or have questions, be the first to respond; this produces credibility. This can be done by joining niche interest groups on various social media sites.
- ✚ **Connect with opinion leaders in the area.** Befriend, connect with, and follow influential people in the community on social networks. Include them in activities that are externally occurring within the organization. This is a great way to create word of mouth buzz. LinkedIn is a great tool for this.
- ✚ **Post pictures to create a visual.** Provide visuals of magazine covers. Pictures speak 1,000 words. This not only tells potential readers what they can find inside the magazine but shows what it is doing.
- ✚ **Make social media tools used by the organization known.** Make sure that all links to social media outlets are visible on the main webpage.

Action Plan

The following tables will provide a sense of direction for taking action utilizing the recommended social media tools (Facebook, Twitter, Blogs, LinkedIn, Pinterest and Google+). Action type, action details, frequency, and time per week are all listed in the tables. Since Wise magazine is relatively new, it is recommended that a social media intern operate these tools. A possible candidate for the social media intern position should have

complete knowledge of all outlets recommended as well as a proven track record of success in regards to social media utilization. The intern will be the main contributor to social media but the content should be approved before being posted. It is suggested that the intern has access to the organization’s social media platforms at all times to monitor the activity; this includes access via smartphone devices.

Facebook

Action Type	Action Details	Frequency	Time/Wk
Complete Existing page	Update the current organization page including history and details	As updates are made available	45 mins-1 hr
Increase page likes	Post relevant stories and other content to spark audience interest	Ongoing	1-2 hrs
Engage with online community	Comment and like relevant comments on page; post questions as well as respond	Ongoing	2 hrs

Twitter

Action Type	Action Details	Frequency	Time/Wk
Create an account	Create an account that has an effective “avi” and bio of the organization	As updates are made available	1 hr
Follow Users	Follow users in the community with profiles relevant to your mission	Ongoing	45 mins-1hr
TWEET	Post relevant content using hashtags	Ongoing	30 mins
Engage with online community	Start conversations about activities your organization is involved in, retweet users who tweet organization related information, comment on tweets that are of relevance	Ongoing	30-45 mins

Blog

Action Type	Action Details	Frequency	Time/Wk
Create an organization blog/Wordpress	Create a blog including company information	As updates are made available	45 mins-1 hr
Post content	Blog and share your organization's story	Ongoing	1-2 hrs
Listen/Reputation Management	Be aware of comments on blog posts and reply	Ongoing	2 hrs

LinkedIn

Action Type	Action Details	Frequency	Time/Wk
Create an account	Setup a company account, make sure it is completed	As updates are made available	1-3 hrs
Make connections	Connect with influential people, connect with potential readers, donors, and potential partners	Ongoing	1-2 hrs
Join interest groups	Join groups that are related to your organization, comment and start discussions	Ongoing	1-2 hrs
Share updates	Keep your followers up to date with organization happenings	Ongoing	30 mins-1hr

Google +/Pinterest

Action Type	Action Details	Frequency	Time/Wk
Create an account	Update the current organization page including history and details	As updates are made available	45 mins-1 hr
Increase visibility	Post photos that deliver a visual message	Ongoing	1-2 hrs
Upload content to related groups	Upload photos to related groups so that the pictures can lead back to your page	Ongoing	1 hr

Budget Explanation

All social media platforms that will be used for the efforts of increasing brand awareness and recognition, increasing readership and donors will be *free* outlets. Once there is more activity throughout the organization, this plan should be revisited and updated accordingly. The free tools provide basic needs for organizations such the Wise Brand who are initially new to the social media world. In the future, it is suggested that the budget expands according to the growth of the organization.

Evaluation

In order to see if the social media plan is effective, evaluation is needed. There are several ways to measure the initial objectives outlined throughout this plan. Many of the obvious ways to measure effectiveness are to see the activity on the various social media platforms that have been recommended.

The number of likes, comments, and page views on the organization's Facebook page can be used to measure effectiveness. Noticing if others are talking about the organization in other like minded groups is a way to measure social media efforts. Facebook Insights is a free tool that can be accessed by the administrator of the organization's page. This tool will provide the necessary analytics to see the success of Facebook for the organization.

Evaluating the number of followers, retweets, mentions, and people engaged in hashtag conversations is a great way to discover if there has been an increase in awareness for the nonprofit. Outside of the obvious, Klout and TweetReach are free analytical tools that inform the organization of the reach. These tools let users know if the content of the tweets posted are influencing others and reaching the audiences in which they were intended for.

These tools also let you know if what you are tweeting about is impacting others as well as informs you of how your information is being shared by others.

For blogging, you can look at the number of comments under your blog posts, see the audience growth by looking at how many people are subscribed to your blog, and see the number of likes that are attached to your blog. SocialMention is a free analytical tool that pulls data from all types of platforms and lets you know exactly who is talking about your organization and your specific industry in general. This is a great way to join in on conversations about your organization to provide a sense of transparency and credibility.

LinkedIn has a built in analytic tool that allows the administrator of the organization page to see page views which can be filtered by sections on your page, the industry in which the viewers of your page are classified, who is following your organization, and which visitors connect with people involved in your organization. Looking at connections you've made through LinkedIn as well as listening to interest groups to see if your organization is the topic of discussion is also a great evaluative tactic. Hootsuite is a free tool that will allow the administrator over all social media platforms for the organization to monitor all of them from the same dashboard.

Flickr activity can be determined by people commenting on your pictures, leaving notes under them, and liking them. This is an easy way to measure the results of your Flickr efforts. Linking the Flickr account with your blog and Facebook account is also a great way to receive comments and notes for your pictures.

Linking all of the social media platforms together allows you to post the same content across all of the platforms. This also drives traffic to all of the platforms. Additionally, adding the organization's website URL on these platforms drives traffic to the website where more information about organizational history can be found. Google analytics is a great free tool that generates detail about website visitors. This will measure the effectiveness of linking the pages together.

In the future, SocialFlow (a paid analytics tool) is recommended. This tool monitors conversations on Twitter and Facebook in real-time to see what captures your audience's attention at that particular moment. Costing \$99/month, this would be a very helpful tool because it would let the organization know the appropriate times to send messages thus helping the organization capitalize on social media engagement.

Conclusion

By implementing and actively utilizing the recommended social media platforms, an increase in awareness and recognition could be accomplished as well as an increase in subscribers and advertisers. Potential partnerships could be formed through the networking capabilities these social networking sites employ. Facebook, Twitter, Wordpress (blogging), LinkedIn, Pinterest, and Google+ all have the ability to produce phenomenal results if used on a consistent basis. Be the first to tell the story you want to be told about your organization visually and textually; adopt social media.

Appendix

Timeline

The social media initiatives are set to go into full operation February of 2013. Below is a timeline of what needs to be done in order to reach that goal. Between now and January, a social media intern needs to be hired on a pro bono basis. After that individual is found, the creative process can begin and the social media plan will be underway.

