Questions to Consider in Creating Your Department/Office/Club Social Media Presence at CSB/SJU

These questions should be used to help you think about your department/office’s approach to using social media to communicate with your audience. Further, answers to these questions can be used to evaluate which social network(s) may be the best for your department/office to use in undertaking social media communication efforts.

The worksheet below will assist you in answering key questions in framing a social media strategy for your department or office. Once completed, the information can be used to draft formal departmental guidelines and an action plan. Please refer any questions or comments about the worksheet to CSB/SJU’s Social Media Specialist, Tiffany Clements at tclements@csbsju.edu or ex. 5908.

How do the goals for your social media efforts map into existing departmental/office goals?

Who is your primary audience? Which social network do you think is the best to reach your audience?

What do you hope to achieve with your social media efforts? Inform? Encourage discussion? Translate digital engagement to in-person interaction? Raise awareness for your department/office’s efforts?

What information are you sharing with your audience on this social media channel? How does it relate to what is being distributed through other communication channels from your office?

What does success look like with these efforts? Consider using the SMART formula when setting goals: Specific, Measurable, Achievable, Realistic, Timely