

PROJECT FOUR: SOCIAL MEDIA PLANNING

Goals

- Create a social media strategy for a client.
- Create an example social media post that illustrates the strategy.

Overview

Social media planning in the United States is a big deal. As of 2022, there were over 60,000 employed social media managers in the U.S.—a sharp increase from fewer than 4,500 in 2010.

However, managing social media for a business is very different from managing a personal account. Personal social media is often a mix of unrelated content, from posts with captions like “Check out this event I’m hosting” and “Look at these pictures of my family,” to photos captioned “Here’s what I had for dinner.” In contrast, business accounts must be managed strategically and professionally.

A business pays social media managers to expand the business’s reach, build trust with its audience, and ultimately increase revenue. Every social media post should serve a purpose, align with the brand, and reflect a clear communication goal.

You are being paid to manage a business’s social media accounts and expand communication with its audience. Assume the role of a social media manager and respond to the prompts below.

Part 1: Social media trends of businesses

Consider the elements commonly used by business and brand social media accounts. What trends do you notice?

Create a list of items and elements you observed in the space below. You will use these observations to help inform your client's social media strategy. Consider the following:

- Common hashtags used by businesses or brands
- Colors and fonts that are frequently used
- Placement of people or items in the posts

Answer:

To get a business to accept your plan, you must establish the plan's purpose. Using the chart below, decide how you will develop the purpose of your social media strategy plan.

Part 2: Purpose of proposed social media strategy	
Increase brand awareness: How are you going to bring attention to the business?	<i>Answer:</i>
Generate leads and customers: People buy from social media directly, but people also use social media to inform their in-person and online purchases. How can your campaign lead to sales and attract new customers?	<i>Answer:</i>
Save on marketing expenses: Unlike traditional media advertising, posting on social media is free. How can you demonstrate that your social media plan and your salary are cheaper than buying advertising or hiring an advertising agency?	<i>Answer:</i>
Foster relationships with your audience: How can you engage with your audience? Is there something with which they can interact?	<i>Answer:</i>
Understand your target audience's needs:	<i>Answer:</i>



Part 2: Purpose of proposed social media strategy

Social media allows customers to tell you what they need. How can you use that information? What should you ask your customers?

Part 3: Sample Social Media Post

Create a sample social media post demonstrating your vision for the colors and imagery that will accompany your pitch. Be bold with your ideas! Pitches are not final designs and are instead made to give people a sense of what these posts might look like.

Use Canva to create a sample social media post. Choose one of the many available template sizes and add a short description and some hashtags to your post.

The elements above are the requirements for this project, but there are many more steps to developing a social media strategy. After your pitch is accepted, you must develop your strategy further. Use the chart below to expand your plan until it becomes a complete social media strategy. This complete plan, from pitch to realized vision, is also a great item to include in a portfolio.

Part 4: Social Media Strategy Steps

Set goals for the client: What do you want to accomplish (create awareness for a cause, invite participants to an event, sell a product)? What is the due date?

Answer:

Part 4: Social Media Strategy Steps

Determine the audience: Who are you trying to reach? What are the basic demographics of the audience?

Answer:

Determine social media platforms: Which platforms will you use to reach your audience?

Answer:

Plan the content: What types of content will you use to engage your audience? How often will you post? What important details does your audience need to know (dates or deadlines, websites or contact information, etc.)?

Answer:

Manage and engage the community: Follow the accounts of similar or related brands and of other brands in your community.

Include calls to action in your posts.

Reply to comments and share posts your account is tagged in.

Answer:

References

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