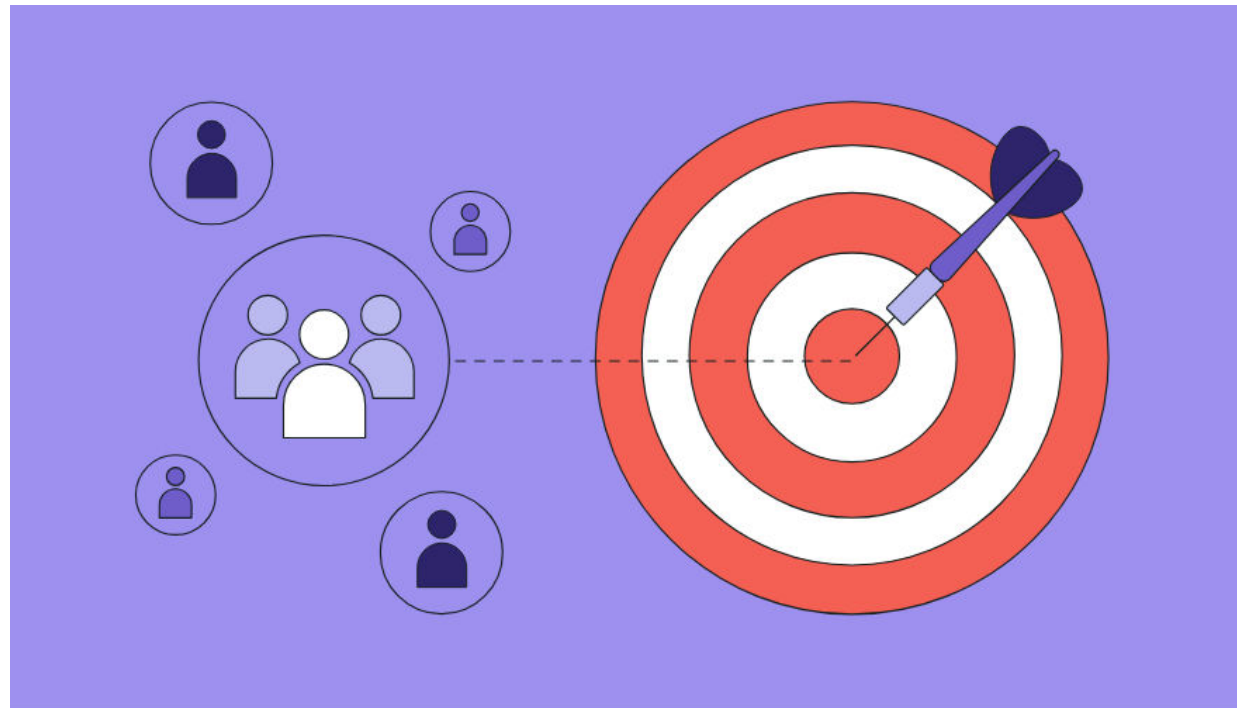


# Social Media Content Strategy and Planning

October 30, 2024

# Setting Target Audiences

- What is a target audience?
  - Specific behaviors and demographics



# Setting Target Audiences

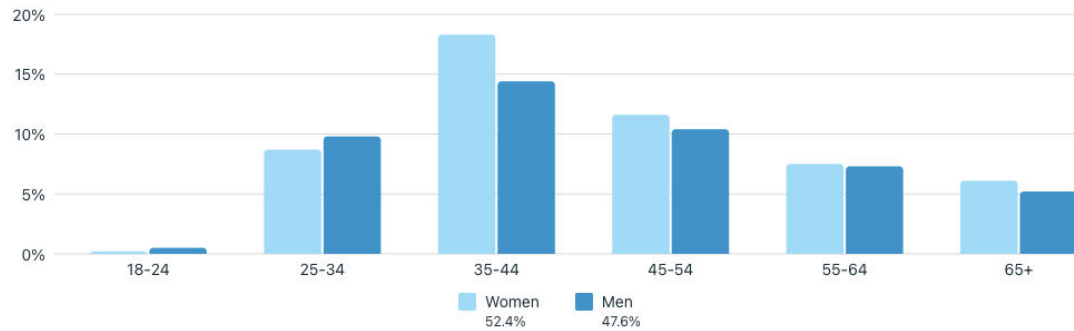
## ■ Understand current supporters or followers

### Followers ⓘ

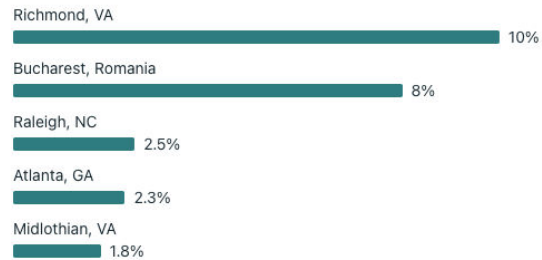
Lifetime

1,807

### Age & gender ⓘ



### Top cities

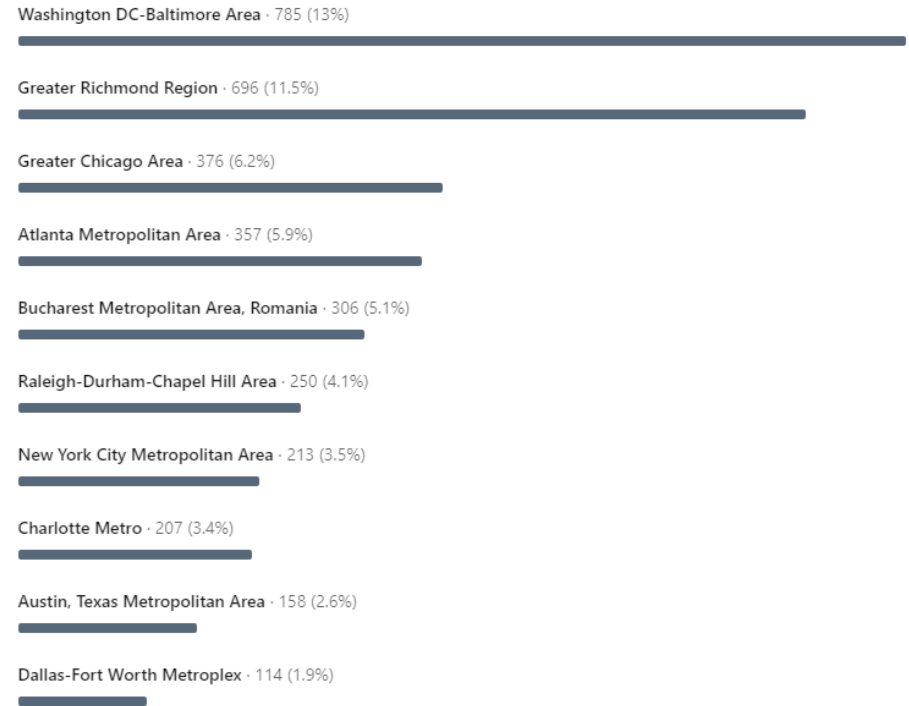


### Top countries



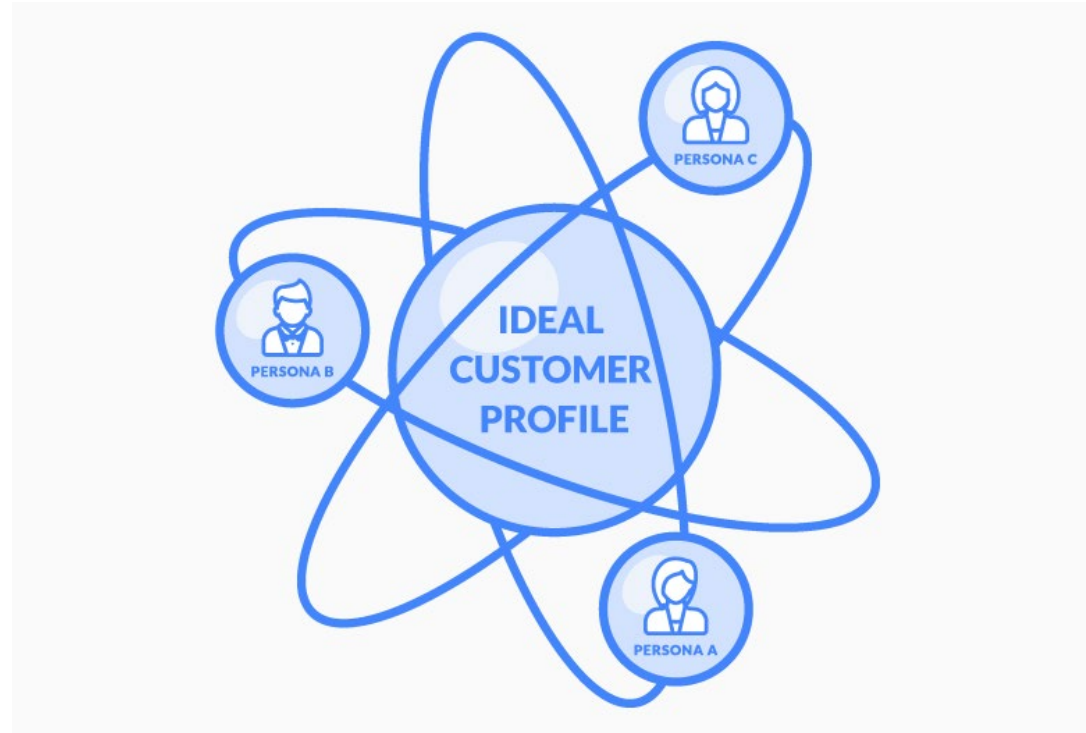
### Follower demographics ⓘ

Location ▾



# Setting Target Audiences

- Identify your ideal customer/supporter
  - Demographics
  - Interests
  - Location
  - Behavior patterns
  - Needs
  - Goals
  - Media preferences



# Defining Goals

- Increasing brand awareness
  - KPIs: followers, impressions, reach
- Improving community engagement
  - KPIs: clicks, likes, shares, comments, mentions
- Growing your page's audience
  - KPIs: mentions/shares, engagements, followers

# Defining Goals

- Driving traffic to website
  - KPIs: traffic, link clicks, conversions
- Generating leads
  - KPIs: conversions, email sign-ups
- Increasing conversion rates
  - KPIs: traffic, conversions

# Key Metrics

- Follower growth: **net new followers** in given time period
- Impressions: **how many times** post appears
- Reach: **Total number of people** who see content
- Engagement: **Actions taken** by your audience
- Click through rate (CTR): how often **people click a link** in post
- Conversion: user **takes a specific action**

# Key Metrics: High Engagement on LinkedIn

**McGuireWoods Consulting**  
6,051 followers  
3w • 🌐

On Sept. 23-25, MWC's leadership and senior vice presidents gathered at our Richmond office for strategic planning. On Tuesday, Alex Theodoridis, a political science professor at UMass Amherst, shared his knowledge on mass ideological polarization. Drawing from recent polls focused on the 2024 presidential election, he highlighted the deepening division. Theodoridis emphasized how these divisions are shaping voter behavior and influencing Trump and Harris campaign strategies, underscoring the critical role of ideological alignment in modern American politics.

*(Three photos showing a presentation and audience at a meeting)*

👤 You and 12 others

Reactions

*(Profile pictures of users who reacted)*

👍 Like    💬 Comment    🔄 Repost    ➦ Send

Congrats!    Keep growing    Great news    Fantastic update    Love >



# Key Metrics: Impressions on Facebook

**McGuireWoods Consulting**  
September 27 at 6:49 AM · 🌐

On Sept. 23-25, MWC's leadership and senior vice presidents gathered at our Richmond office for strategic planning. On Tuesday, Alex Theodoridis, a political science professor at UMass Amherst, shared his knowledge on mass ideological polarization. Drawing from recent polls focused on the 2024 presidential election, he highlighted the deepening division. Theodoridis emphasized how these divisions are shaping voter behavior and influencing Trump and Harris campaign strategies, underscoring the critical role of ideological alignment in modern American politics.



**Deep Ideology is Just the Tip of the Iceberg...**  
The 2024 election is being shaped by deep ideological polarization. This polarization is driving voter behavior and influencing campaign strategies. The 2024 election is being shaped by deep ideological polarization. This polarization is driving voter behavior and influencing campaign strategies.

📣 Boost this post to reach up to 1115 more people if you spend \$42. [Advertise](#)

👍❤️ Lisette Carbajal, Alva Lawrence Latta and 4 others 2 shares

# Key Metrics: LinkedIn Clicks

 **McGuireWoods Consulting**  
6,070 followers  
1mo • 

On Sept. 15, MWC's [Spiro Amburn](#) joined hosts Faith Jessie and Zach Merchant on The Georgia Vote to recap the Presidential debate and Georgia's political response to the Apalachee tragedy.



Click here to watch: <https://lnkd.in/eQKzUPfi>




   Alva Latta and 41 others


1 comment · 3 reposts



# Key Metrics: Facebook Clicks to Website

 **McGuireWoods Consulting** August 6 ·  ...

McGuireWoods Consulting congratulates Tracy Morehead (Sn. VP), Margaret C. Rockwell (VP) and Haley Emerson Durbin (VP) on their promotions! Read more: <https://bit.ly/4dsFwJe>



 Boost this post to reach up to 1115 more people if you spend \$42. Advertise

  Jeff Britt, Kate Smiley and 6 others 1 comment

# Key Metrics: LinkedIn High Performing Post

 **McGuireWoods Consulting**  
6,070 followers  
1w · 🌐

On Oct. 7, the one-year anniversary of the Hamas terrorist attacks on Israel, [Harry Kaplan](#) was honored (along with several others) by the Jewish Federations of North Carolina. This photo is with two of the other honorees, NC State Senate President Pro Tem Phil Berger and NC Senator Bobby Hanig. Harry was honored specifically for his lobbying on behalf of the SHALOM Act which defines anti-Semitism in the North Carolina General Statutes.



with Harry Kaplan

  You and 95 others  9 comments

# Tracking Social Media Metrics

- Set a benchmark to measure future efforts against
- Determine what is resonating with your audience and what is not
- Understand how your audience interacts with your content



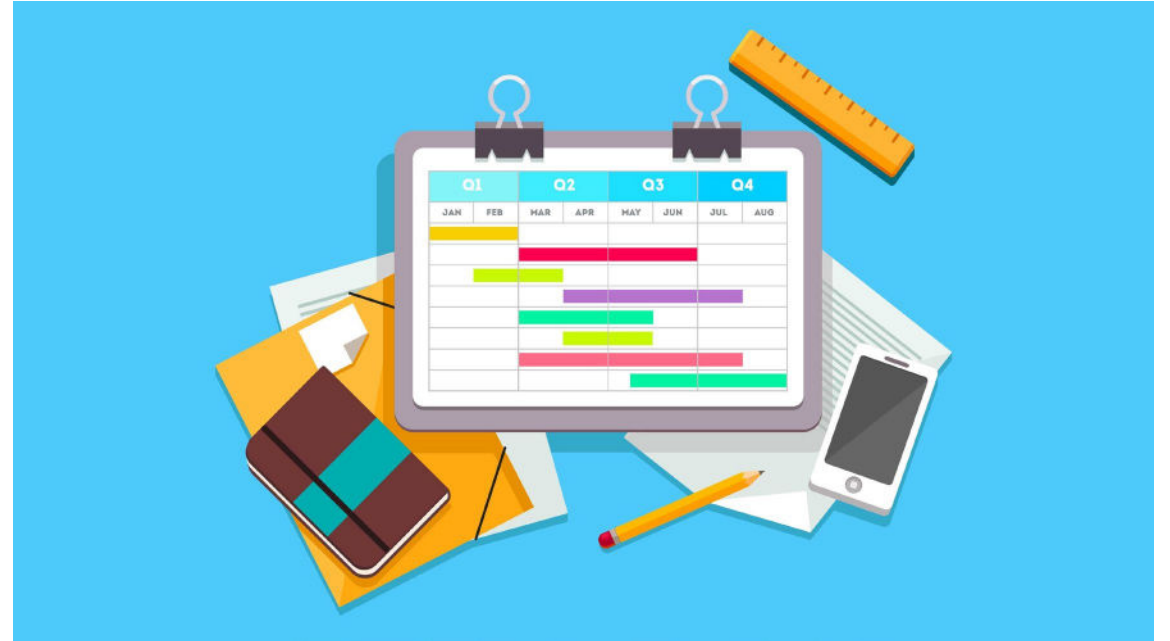
# Tracking Social Media Metrics

- Meta Business Suite: Insights
- TikTok Analytics
- Twitter/X Analytics
- LinkedIn Analytics
- **Google Analytics**
  
- Create a dashboard
  - Spreadsheet
  - Paid tools



# Project Management: Benefits

- Cross-Team Collaboration
- Content Planning and Scheduling
- Streamline Feedback and Approvals
- Data-Driven Insights
- Breaking Down Silos



# Project Management: Tools

- Excel/Google Spreadsheets
- Trello
- Asana
- Monday.com
- HubSpot
- Hootsuite
- Buffer
- Zoho



# Contact Information

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