

Facebook Marketing Plan Workbook



inbound zombie
New media branding for nonprofits

Facebook Marketing Plan Workbook

This is a workbook designed to help you workout what your Facebook marketing strategy will look like. You'll be able to answer questions about your audience, tactics and how you'll measure results.

You'll notice that each exercise is followed by a template you can use to answer questions. Take your time with this, and remember that because social media is essentially about living conversations, your plans will always be a work in progress.

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ENVIRONMENT:

Your Facebook presence does not exist in a vacuum. There are competing orgs, diverse groups of people and other factors that will influence your approach.

The SWOT method will help you assess all of these factors, which in turn will improve your likelihood of success.



SWOT ANALYSIS

Strengths

What do you do better than other similar organizations?
What do your constituents say your strengths are?

Weaknesses

What areas of Facebook are your peers doing better?
What are your organizations cultural hurdles to Facebook success?
Do you have executive buy-in for Facebook marketing and ads?
Does Facebook integrate well with your other communications channels? Why not? Who are the obstacles?

Opportunities

What ways can your org better affect change?
How can make it easier for people to support your organization?
How can you operationalize storytelling in your organization?

Threats

What obstacles do you face on a daily basis?

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SWOT ANALYSIS

Strengths

Weaknesses

Opportunities

Threats

POST METHOD

A method developed by Forrester Research that focuses on People, Objectives, Strategies and Tools to help you understand what you should be doing with social media.



***START HERE** →

STRATEGIES AND TOOLS

How will you launch your campaign and then continue to engage your people?
What will keep them interested and motivate them to act?
How will you be creating, curating and sharing content?
What tools will you use to measure results?

OBJECTIVES

What do you want to accomplish with social media?
What do you want supporters to do?
How will you measure your objectives?

PEOPLE

Who is your audience (Personas are helpful here)?
What social media channels do they actively use?
Who are the online influencers in your cause space?

REMEMBER:

Your people are at the root of everything you do. From that, grows your objectives and then strategies and tool choice.



STRATEGIES AND TOOLS



OBJECTIVES



PEOPLE

***START HERE** →

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CAMPAIGN WORKSHEET

Campaign Content:

How will you create / curate content for this campaign? How will you quickly determine what's working and what's not? Do you have a discretionary budget to promote posts?

Community Management:

How will you reply to comments and deepen engagement? How will you triage replies and posts from others? When will you ban a user?

Facebook Campaign Goals:

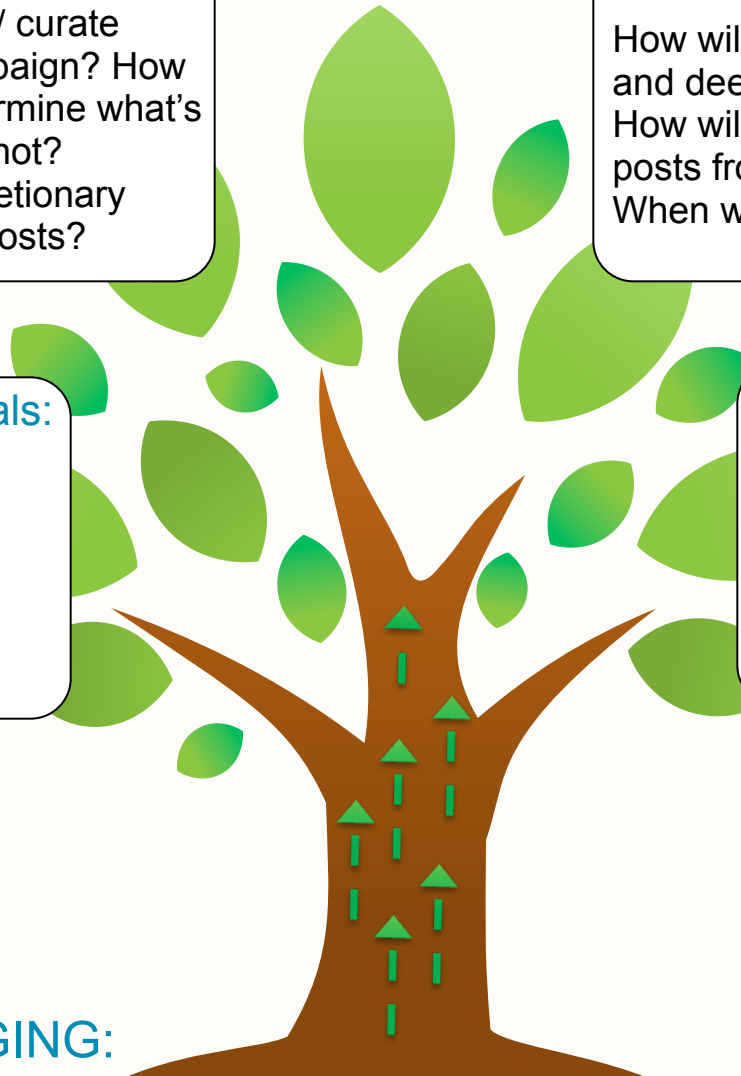
Be specific and realistic here. How will you measure your results? How will you decide to adjust course during the campaign?

Facebook Campaign Team:

Who are the people that will represent your organization? What about partner pages and advocates? Are interns mature enough to manage a crisis?

CAMPAIGN MESSAGING:

What is the overall message of your campaign? How will it cut through the newsfeed and capture people's attention? How does it focus on a specific sub-issue?



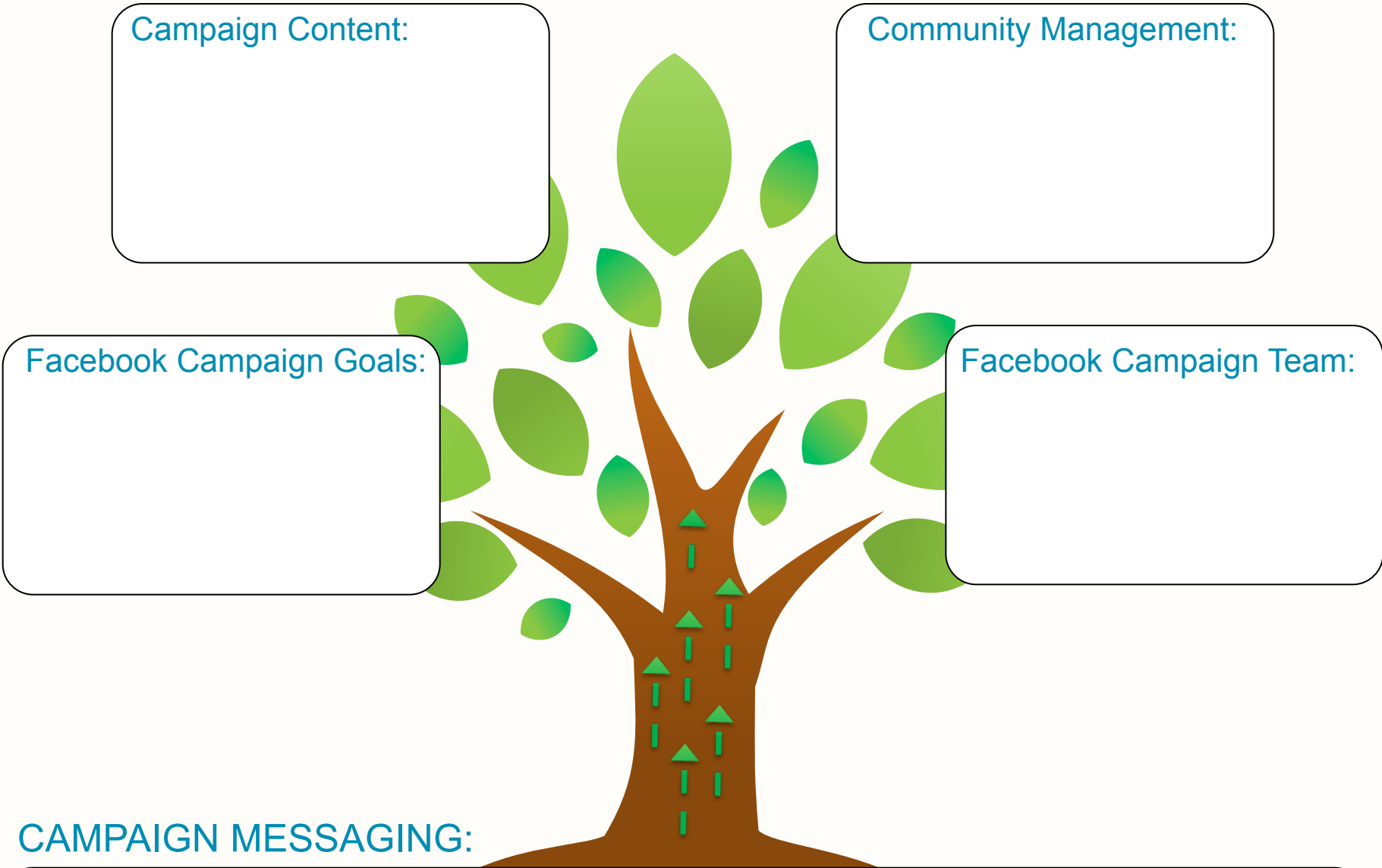
Campaign Content:

Community Management:

Facebook Campaign Goals:

Facebook Campaign Team:

CAMPAIGN MESSAGING:



WEDNESDAY TOPIC



Who's posting:

TUESDAY TOPIC



Who's posting:

THURSDAY TOPIC



Who's posting:

MONDAY TOPIC



Who's posting:

FRIDAY TOPIC



Who's posting:

SUNDAY TOPIC



Who's posting:

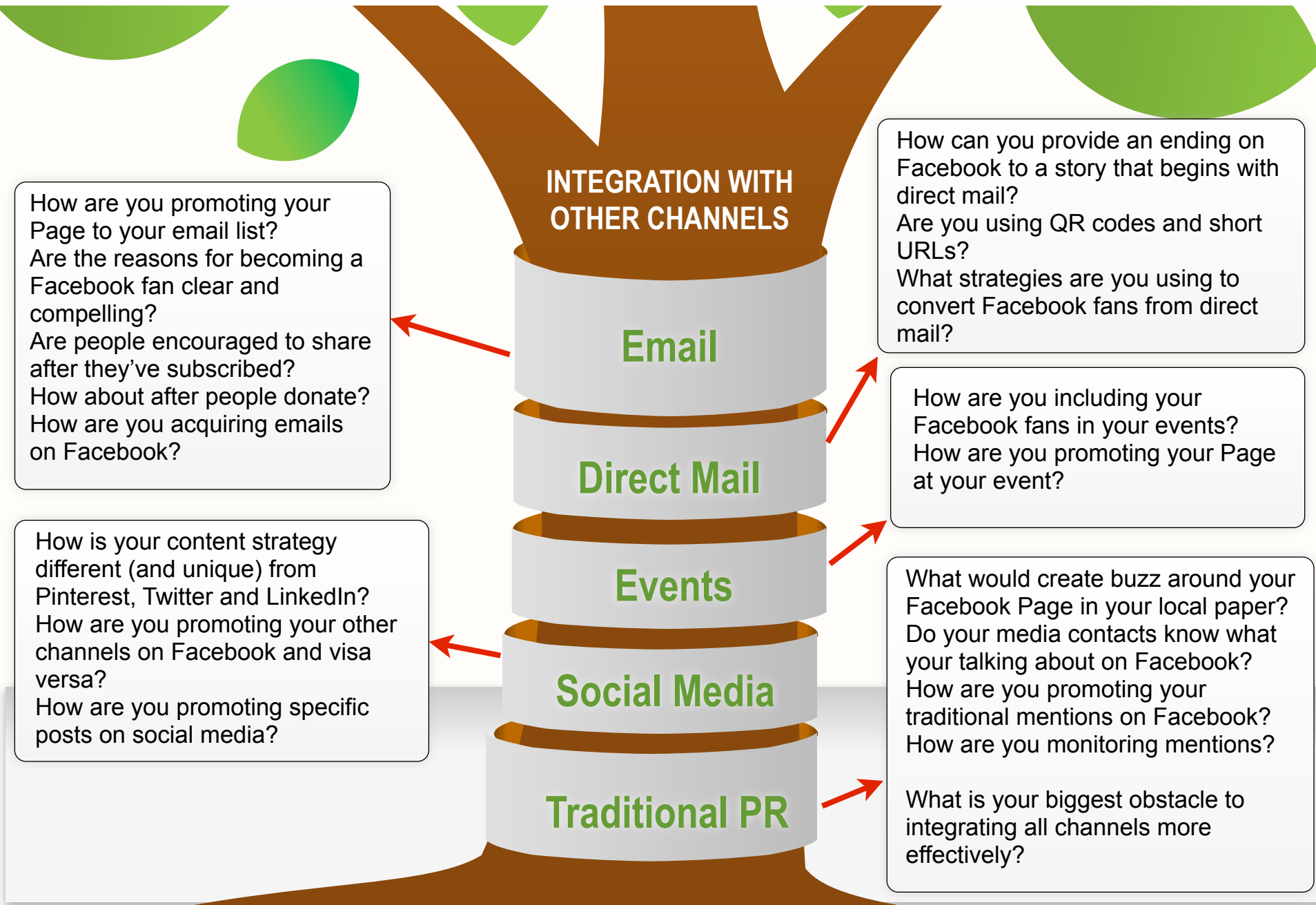
SATURDAY TOPIC

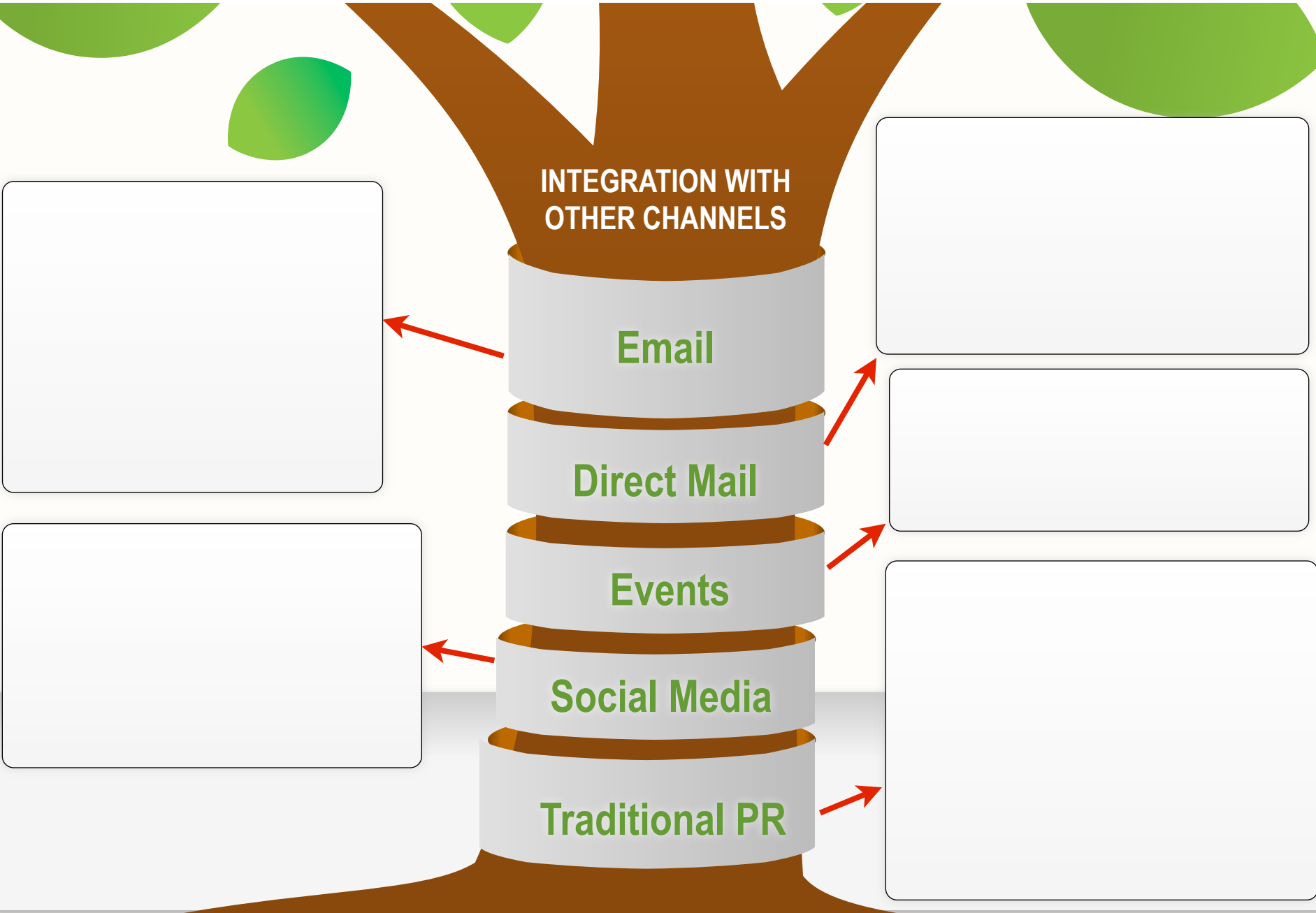


Who's posting:

CAMPAIGN TOPIC:

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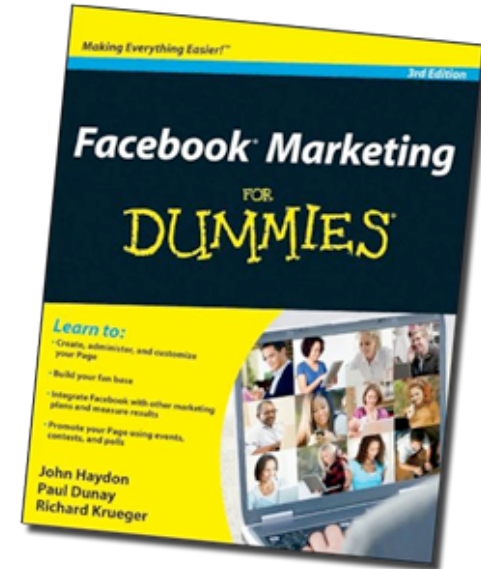




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Who is **John Haydon**?



Founder of Inbound Zombie - a non-profit social media consultancy in Cambridge, MA

Co-Founder of SocialBrite and 501 Mission Place

Speaker: Nonprofit Technology Conference, BlogWorld, TechSoup, NetworkForGood and more...

Author: Facebook Marketing for Dummies

Clients include: Oceana, EpicChange, Share Our Strength, Environmental Defense Fund, Shriners Hospitals for Children, Opportunity Works, Community TechKnowledge, HopeLab, Healthy Babies Project, Scholastic, TechSoup, MarketingProfs, WaterAid America, University of Massachusetts