

## Creating a social media action plan

The following handout is meant to be used as a part of youth worker training when discussing social media usage in organisations. Often social media use in youth work settings is still very fragmented and lacks a clear strategy. This handout is meant to aid organisations develop a more goal-oriented approach.

The visualisation outlines the different aspects to be considered. Additionally there are two example sheets, one guiding the framework of the plan, the other for making a detailed schedule. In our national trainings we provide these sheets online as blank worksheets; you may want to adapt your own.

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*These training materials have been developed as part of the 'Digital Youth Work' project, a strategic partnership between 7 organisations across Europe, to build the capacity of the youth work sector to deliver high quality youth work in a digital age. They are based on training needs for practitioners identified by the [EU expert group on digitalisation and youth's 2018 report](#).*

*The resources from all partners are available at [www.digitalyouthwork.eu](http://www.digitalyouthwork.eu).  
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**digital**  
YOUTH WORK

## START

**1 Core message**  
What is most essential?

**2 Target group**  
Who do we want to reach?

**3 Where?**  
What platforms do we use?

## ACTIVITY

**4 What**  
What is our content like?

**5 When**  
What is our schedule?

**6 Who**  
Who is responsible for posting?

## REFLECTION

**7 Participation**  
What in addition to just posting?

**8 Metrics**  
What works, what doesn't?

**9 Evaluation**  
How do we further develop activities?

# Social media action plan

Organisation:	Plan last revised on:
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	COMMON	ACTIVITY A	ACTIVITY B	ACTIVITY C
Core message				
Target group				
Where				
What				
When				
Who				
Participation				
Metrics				
Evaluation				

## Social media schedule (example sheet)

Date	Done	Topic	Content	Platform	Link	Notes
31.12.2018	X	New year	Funny picture	Twitter	<a href="https://i.imgur.com/EwirEKy.jpg">https://i.imgur.com/EwirEKy.jpg</a>	
1.1.2019						
2.1.2019						
3.1.2019						
4.1.2019	x	Still closed	Message for holiday	Twitter		Schedule post before end of year
5.1.2019						
6.1.2019						
7.1.2019						
8.1.2019		We're open	Tell young people we are back	Whatsapp list		
9.1.2019						
10.1.2019						
11.1.2019		First weekend	Weekend opening hours	Instagram		Not a picture of a word document!
12.1.2019						
13.1.2019						
14.1.2019						
15.1.2019						
16.1.2019						
17.1.2019						
18.1.2019						
19.1.2019						
20.1.2019						
21.1.2019						
22.1.2019						
23.1.2019						
24.1.2019						