

Content Planning and Execution



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Intro



- I lead the USCG public web site, social media and multimedia operations
- 17+ years professional experience working on engaging and diverse digital projects in the public and private sector
- Adjunct Professor at Trinity University

Disclaimer



Any mention or references about private sector entities **is not a promotion or endorsement** and only reflects current, online research.



Agenda

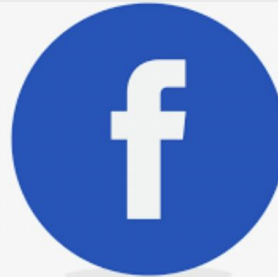


- Introduction
- Ice Breaker Question
- Lack of Planning
- Why Factor...
- Building Your Social Media Plan
- Content Calendars
- Algorithms
- Q&A

U.S. Coast Guard Social Media






- We currently have more than 400+ social media accounts managed by public affairs officers across the organization
- You can find our official channels here...






Recent Top Facebook Post



 U.S. Coast Guard 
3d · 

Saving lives.  

Serving America.  

233 years strong. 

#CG... [See more](#)



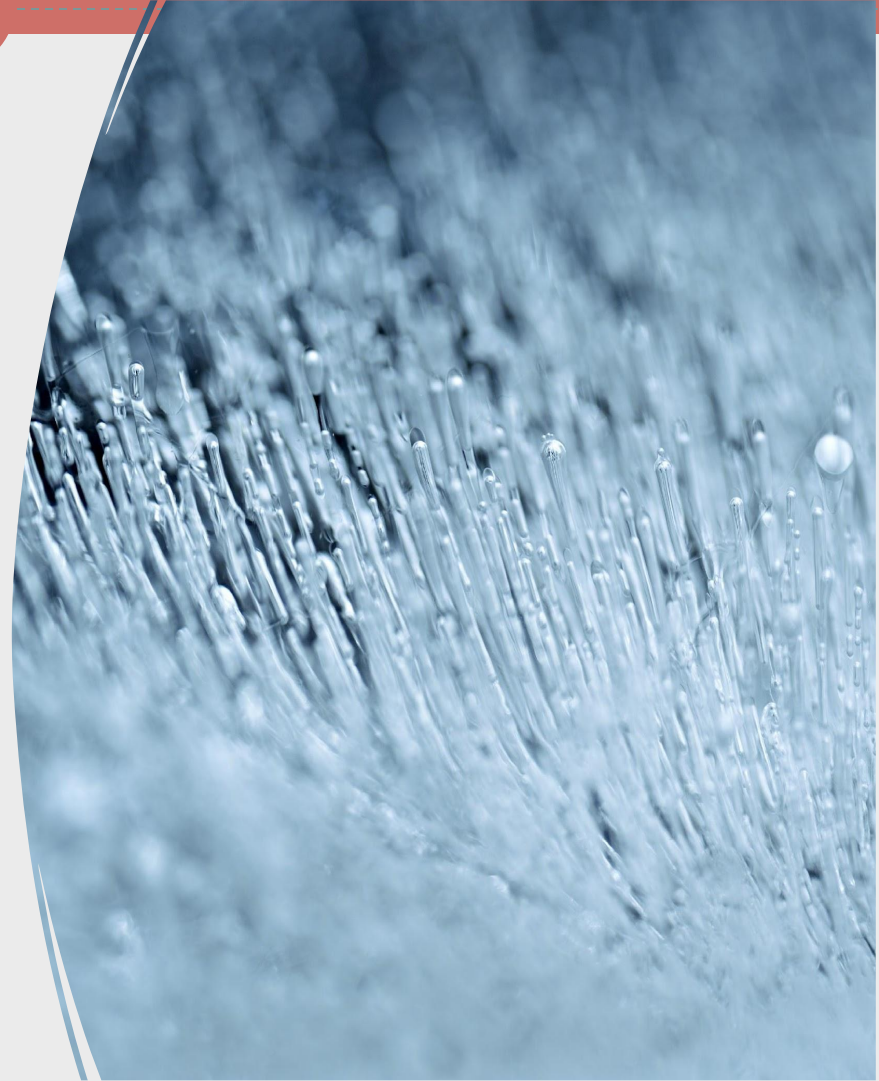
Coast Guard Birthday: Saving lives, serving America-233 years strong

- Post reach: 65,368
- Engagement: 3,608
- Shares: 433

Ice Breaker



- Show of hands...who made a lot of advanced plans to attend the 2023 DINFOS Social Media Symposium today?
- Who enjoys making social media content plans?
- And...what if you feel like Chris Pine when you begin to make your social media plans?
- <https://www.youtube.com/watch?v=IiMinixSXII>



Lack of Content Planning Results in...



Social media influencer sparks a riot with PS5 giveaway

Source: Bloomberg News

'Meth. We're on It': South Dakota's Anti-Meth Campaign Raises Eyebrows

Many saw the slogan as tone-deaf or a failed attempt at cleverness. State officials said it was provocative by design.

**METH.
WE'RE ON IT.™**

2019 New York Times article
<https://www.nytimes.com/2019/11/18/us/south-dakota-meth.html>

Benefits of Advanced Planning



Reason 1: Social Media content planning helps prepare content in advance

- Helps “build your online presence organically.” ([Social Media Today](#))

Reason 2: Helps build connections with target audiences, builds brand recognition and places top messages in places where your audiences go for the latest news and information. ([Forbes 2022](#))





Content Planning

Target Audiences



How do you determine your target audience? A [February 2023 Business News Daily](#) article provided a reality check: **Your audience cannot be everyone.**

- Who do you want to engage, educate and encourage action using your social media messages?
- How did you identify your target audience?
- And where do they go for breaking news & information?

Target Audiences, continued



A February 2023 Business News Daily article stated that “ your target audience can’t be everyone.”

- Who do you want to engage, educate and encourage people to act based on your social media messages?
- And where do they go for breaking news?



Students



Maritime Community



Interagency Partners

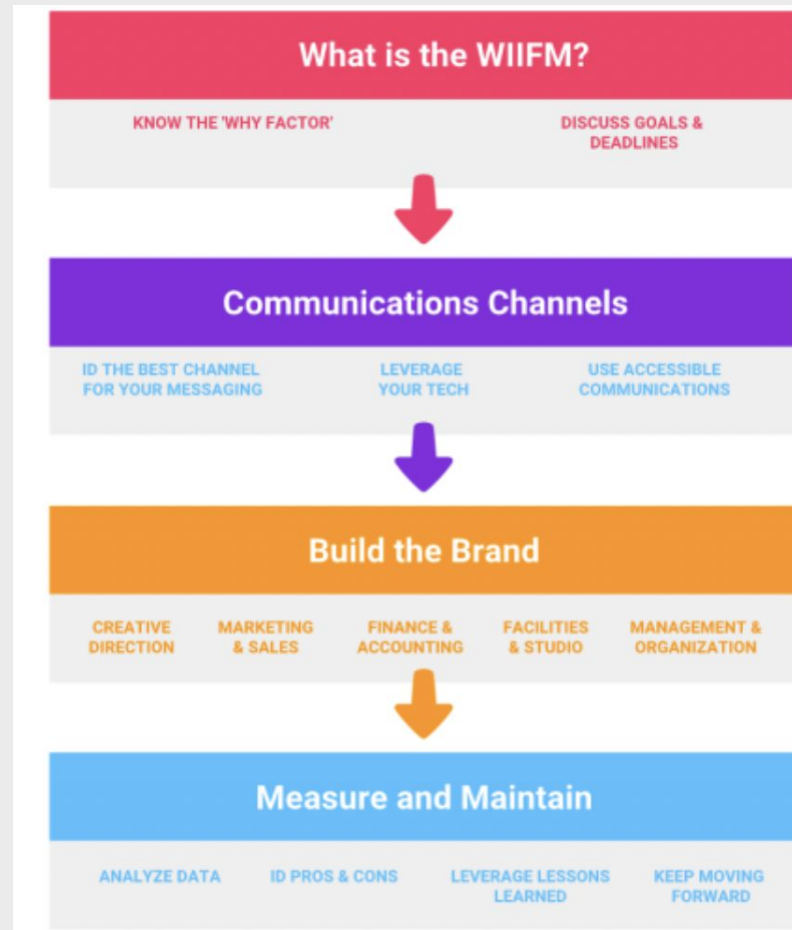
Where is your Audience?



- [A 2021 Forbes.com](#) article shared a lesson learned about social media content planning:
 - “Learn **where your audience is** and **how they use that particular platform** and create your [social media] marketing plan around it.”



Social Media Content Planning Guide





WIIFM

- **What's In It Form Me?**
- **Our target audiences expect our posts to meet or exceed their online needs for info**
- **Be prepared to answer that question each time you create a reel, post imagery and messaging online**
- **Or your followers will tune out**

Which Platform Does Your Audience Use?



Instagram	YouTUBE	Facebook	LinkedIn	X/(AKA Twitter)
<ul style="list-style-type: none">• Started as a photo sharing app and evolved• Short videos	<ul style="list-style-type: none">• Short and long version action videos• Tutorials	<ul style="list-style-type: none">• Photos• Videos for the public and niche audiences	<ul style="list-style-type: none">• Professional social media networking platform• Recruitment	<ul style="list-style-type: none">• Brief messaging using tweets• Photos and videos



Developing Engaging Posts

Messaging Themes



- Work with your leadership, program offices and social media team to identify your:
- Priority topics
- Leadership messages
- National level strategies
- Innovative program launches
- Annual observances
- Campaigns (like recruitment or boating safety)
- And more...

Digital Storytelling



- According to the “[Storytelling as a Strategic Development Tactic](#)” article on the DINFOS Pavilion, creating digital storytelling engages and informs people...
- Builds communities
- Engages audiences
- Helps them achieve goals:
 - Jobs/internships
 - Meet industry regulatory requirements
 - Access new opportunities





Social Media Posting Schedule

Publishing Best Practice



Be prepared to **post 3 to 5 times per week** on each of your official platforms

Calendar Template



Channels	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
							
							
							
							
							

A Word About Algorithms....



- In 2021, [Forbes.com](https://www.forbes.com) shared some insights about social media algorithms...
- **“Be aware of algorithm changes.**
 - If you see an increase in social media advertising or a decline in organic engagement, it can be a sign that the algorithm has changed, and your social media posts are getting buried by ads.
 - Typically, you cannot look up exactly what the algorithm changes are, so it means you need to analyze each and every post and see if a pattern develops that indicates a change has been made.
 - It's also worth noting that many social media platforms have yet to incorporate real-time metrics into their algorithms.”

Social Media Post Template



Social Media Post Planning Template

Message: _____
What is the message you are trying to convey?

Purpose

Three adjectives that describe why you are posting.

_____, _____, _____

Character/Persona

Three adjectives that describe your page.

_____, _____, _____

Tone

Three adjectives that describe the general vibe of your page that match the platform you are posting to.

_____, _____, _____

Language

Three adjectives that describe the kinds of words you use in your social media conversations.

_____, _____, _____

Visual Media

What visual media is appropriate for the platform?
Types: Stand alone photo, video, GIF, infographic, etc

Like this: _____

Not this: _____

Like this: _____

Not this: _____

Like this: _____

Not this: _____

Like this: _____

Not this: _____

Visual Media Criteria:

Must be high quality

Must be sized correctly

Help illustrate the text

Adhere to ethical & SAPP guidelines



Questions?



Resources



- Planning A Social Media Post, DINFOS Pavilion
- For Successful Marketing, Your Customer Can't Be Everyone, Business News Daily
- 6 Reasons Why you Need A Social Media Strategy, Social Media Today

Resources



- [**Dungeons and Dragons Movie Trailer 2023, YouTube**](#)
- [**Meth. We're On It. South Dakota's Campaign Raises Eyebrows**](#), New York Times
- [**Storytelling as a Strategic Development Tactic**](#), DINFOS Pavilion
- [**Social Media Marketing Tips Every Business Should Be Using**](#), Forbes.com

Contact Info



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