

# Engaging Social Media to Improve Graduate School Services

## Creating Your Master Plan

### 1. What are your objectives?

What are your broad objectives? *Examples: Increase attendance at workshops; increase participation in student support groups; streamline communications to students*

### 2. What are your goals?

Create goals that tie back to your objectives. Make sure they are SMART goals - Specific, Measurable, Attainable, Relevant, Time-Bound. Take a baseline measure so you can track your results. And then track your results! *Example: Increase attendance at semester thesis & dissertation formatting workshop by 5% by August 2014 (compared to August 2013).*

### 3. Who is/are your audience(s)?

Who are the audiences pertinent to this goal? *Examples: Current Students; Potential Students; Faculty; Staff*

### 4. What is your key message?

Develop one to three key talking points pertinent to your goal. Use these to serve as a guide for all your messaging related to this goal.

### 5. What platforms could you use?

What communications tools could you use to reach the specified audience(s) for this goal, keeping in mind their communication patterns and preferences? Consider both traditional and “new” media. Evaluate the effectiveness of platforms to determine the best use of your resources.