

Social Media OPERATIONAL PLAN

This form is ONLY completed for year 1 goals. List goals in order of importance, 1 being top priority.

Department Name Marketing, Ann Hess

Fiscal Year of Execution: 2018-19

GOAL #	SUPPORTS STRATEGIC PLAN #	GOAL DESCRIPTION	# OF STEPS TO COMPLETE GOAL	DEADLINE FOR GOAL COMPLETION	ASSIGNED TO	RESOURCES NEEDED	MEASUREMENT OF COMPLETION
1	2018-19 Priorities: Improve external communication with NPC Communities	Hire a part-time (29 hrs/week) Social Media Specialist who will take charge of NPC's social media outlets, post consistently and produce short videos and photos about students, programs and events. Focus will be on Facebook and Instagram.	11	06/30/19	Ann Hess	Salary Line \$27,000	Use analytics reports provided by Facebook and Instagram to track posting performance and adjust tactics based on data. Improve engagement on each site by at least 10% in one year.
	GOAL JUSTIFICATION						
<p>The best and most effective way to reach the largest number of people in our very large service area is through social media. The NPC Marketing Office currently spends \$1,800/year to contract with a local vendor to post to our Facebook pages. This helps with quantity of posts but is not good in more personalized information. These posts contain no NPC students or event photos. We also receive help in posting from one of the NPC Recruiters but it is not their first priority. In order for our social media offers to be effective we must post often and tell an interesting story. This simply cannot be accomplished without hiring someone who's sole focus is NPC social media and who can go out to our locations and gather video and photos of student and events.</p>							
DETAIL OF GOAL STEPS							
Steps	Description of steps						Completion Date
Step 1	Write job description.						3/24/18
Step 2	Complete personnel requisition						4/5/18
Step 3	Advertise and conduct interviews.						6/29/18
Step 4	Hire and start position						9/10/18
Step 5	Review current Facebook pages and condense/merge pages. Delete unused pages.						May/June 2018
Step 6	Create baseline analytics for current traffic to NPC Facebook, Instagram and Twitter sites						May/June 2018
Step 7	Develop a social media calendar and strategy						July/August 2018
Step 8	Implement social media strategy						October 2018 - June 2019
Step 9	Review progress made in social media, consider if position needs to be full-time						December/January 2019
Step 10	Create report of analytics of social media sites,						Mar-19
Step 11	If social media program is successful, move position to full-time for FY 19/20						1-Jul-19
SPASC APPROVAL?	APPROVAL DATE:						