

TEMPLATE

Social Media Strategy Template For Your Internal Social Network



TRUE EMPLOYEE ENGAGEMENT STARTS HERE.

It's common to craft meticulously planned communication strategies, but the emphasis often leans towards external audiences. Yet, it's paramount to realize that an internally focused social media strategy is as vital as outward-facing communication. So, why not harness this "two-way" street of success? After all, it leads to many benefits you might not yet be aware of such as increased collaboration and problem-solving, strengthened internal brand, better engagement with employees, improved internal communication and many more.

You might be wondering where to begin—don't worry, we've got you covered. Our comprehensive step-by-step guide is here to help you align your business objectives with internal communication goals, paving the way for an effective and impactful internal social media strategy that works wonders.

When defining the social media strategy for your internal social network, you will go through the following five steps:

- 1 Translating your business goals to internal comms goals**
- 2 Creating a social media strategy**
- 3 Conducting a content audit**
- 4 Developing content**
- 5 Benchmarking your strategy**

Ready to get started?



SOCIAL MEDIA STRATEGY TEMPLATE FOR YOUR INTERNAL SOCIAL NETWORK



THINKING

Translating your business goals to internal comms goals

Goal Establish the foundation for an effective internal social media strategy.

How to Get to the Goal By understanding the importance of an internal strategy, aligning business goals with internal communication objectives, and preparing for the implementation phase.

- What to Do**
- ☐ List your business objectives
 - ☐ List your internal communications goals
 - ☐ Translate business objectives into specific internal communication goals.
 - ☐ Utilize SMART (Specific, Measurable, Achievable, Timely) goals for precise goal setting.
 - ☐ Create a concrete example linking business and internal comms goals.





DOING

Creating a strategy

Goal

Develop an internal social media strategy tailored to your organization's needs.

How to Get to the Goal

By determining who you want to reach, what type of content works for them. To then use these insights to determine your strategy.

What to Do

- ☐ Develop a comprehensive understanding of your audience, considering their needs, preferences, and pain points.
- ☐ Create employee personas to segment your audience based on roles, departments, or locations.
- ☐ Establish an effective content strategy focusing on audience, content, tone, and voice.





DOING

Conducting a content audit

Goal Evaluate past internal social media activities and content to optimize alignment with communication goals and enhance overall effectiveness.

How to Get to the Goal By looking back at what has been done so far and what results it has led to.

What to Do

- ☐ **Identify all your internal (social) media channels:**
Make a list of all the channels used for internal (social) communication.
- ☐ **Content inventory:**
Gather all the content from each channel and create a comprehensive inventory. This includes written content, presentations, videos, images and any other formats used. What type of posts work well?
- ☐ **Content types:**
Group the content into categories based on their type and purpose. Identify your top performing posts.
- ☐ **Content relevance:**
Assess the relevance of each piece of content. Determine this falls in line with your internal comms goals.
- ☐ **Content quality:**
Evaluate the quality of the content in terms of clarity, and conveying the intended message. Look for consistency in tone, branding, and messaging.





DOING

Developing content

Goal Use the type of content that resonates the best with the audience.

How to Get to the Goal By keeping your audience and goals in mind, decide what is the best mix of content you can provide.

What to Do

- ☐ Communicate with a human touch and authenticity in your messages.
- ☐ Tailor your content to different channels to keep it fresh and engaging.
- ☐ Scrutinize your posts for text quality, including tone, voice, length, and spelling.
- ☐ Use clear and compelling calls to action to encourage responses, such as clicking on links or leaving comments.
- ☐ Employ active language that prompts actions like registering, buying, or commenting.
- ☐ Highlight important details within your text.
- ☐ Utilize visual content like videos and photos, as they tend to perform well.
- ☐ Create short videos to convey stories and emotions effectively.
- ☐ Share advice and fun facts to engage your audience.
- ☐ Use polls for interactive communication to encourage participation.
- ☐ Plan your content calendar to anticipate upcoming events and news.
- ☐ Encourage user-generated content and provide them with the necessary rights to contribute.





REFLECTING

Benchmarking your strategy

Goal Evaluate the effectiveness of your internal social media strategy and make necessary adjustments for improvement.

How to Get to the Goal By actively monitoring key metrics, gauging audience sentiment, and identifying opportunities for enhancement.

What to Do

- ☐ Monitor and assess the adoption of the internal social network.
- ☐ Evaluate the variety and quality of content being shared.
- ☐ Measure the success of your strategy based on predefined benchmarks.
- ☐ Analyze interactions, post frequency, and the performance of content.
- ☐ Reflect on the results and adjust your strategy accordingly.
- ☐ Continuously adapt and optimize your internal social media strategy to meet evolving goals and audience needs.

Need help? Or are you feeling stuck?

We would be more than happy to guide you on how to get the most out of your social media strategy for internal communications!

Get in touch with us.





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