

Social Media Marketing Matrix

8 Planning Points	CHANNELS			
	Facebook	Twitter	LinkedIn	YouTube
<i>We will target...</i>	<u>EXAMPLE:</u> Young farm workers and owners; primarily 25-40 yrs old; "ambitious innovators;" sheep, beef and dairy			
<i>The type of posts that will impact this audience most include....</i>	Ideas that will help them get ahead and look good in front of the boss; posed questions that prompt discussion and allow them to share their ideas with others and gain insight; humourous posts that relate to their professional on a limited basis; we will need to ensure posts are relevant for all types of pastoral farming (not just all relevant to dairy or just sheep/beef)			
<i>Our top communication objective of using this channel is . . .</i>	Encourage and do whatever we can to help young farmers operate in the 'top 25%' and get ahead in their careers; we want people to think of our product as a resource not a tool			

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<i>Our key messages we will get out through this channel are . . .</i>	To be the best you can be, a farmer needs to squeeze the most profit out of its #1 natural resource-grass; we have tips and resources that can help you better plan, monitor, review and analyse your farm operation; we want to see you succeed-we want to help			
<i>We commit to the following actions</i>	A minimum of 3 new posts per week; twice daily monitoring of our page to respond to any posts by others; fresh, interesting content that encourages sharing and liking			
<i>The person responsible for content is . . .</i>	Jane Doe – overall plan Joe Smith – video content Sally Jones - photo content			
<i>We will measure our success by . . .</i>	200 likes in the first six months; 300 likes in the first year; active sharing of posts; 60% of posts reach minimum 300 people; 50% of posts achieve 100 post clicks and 25 likes			
<i>We will review our activity and achievements . . .</i>	Every three months			