



## Writing a Grassroots Social Media Plan

It is important that your campaign put together a grassroots social media plan to chart, clarify your objective and ensure you keep on track to hit all of your goals for the month.

### **Your grassroots social media plan should include the following components:**

- **Objective**
  - *Clearly lay out what it is you're trying to accomplish*
- **Upcoming events**
  - *Before charting out your calendar of activity, it is critical to outline key events around which your plan will revolve (i.e. upcoming legislative votes, holidays, and key campaign events such as a new website rollout or event with a lawmaker.)*
- **Calendar of activity**
  - *It is important that you plot out in advance what activities you wish to take on social media and your plan for amplifying your message.*

# Sample Grassroots Media Plan for March 2019

## Objective

This grassroots social media plan will outline the Voices for Healthy Kids Maryland Campaign's Strategy to build awareness and support policy objectives for the month of March 2019. This month will be especially busy for our campaign as we have several key legislative events as well as scheduled events with state lawmakers. This plan will enable our campaign to meet our goal of spreading awareness around these events. .

## Upcoming Events

This month, in addition to spreading general awareness of our campaign, we will have concentrated social media pushes around:

- *Rollout of HB 2132 (The Healthy School Lunches Act) - March 5th*
- *Launch of New Voices for Healthy Kids Maryland Campaign Website - March 19th*
- *Townhall event with State Senator Mike Thompson - March 27th*

## Calendar of Activity

### March 5th

- *Share infographic on MD healthy school lunches statistics along with call to action to pass HB 2132 on Facebook, Twitter and Instagram.*
  - *Identify 15 key activists in each of the following districts to share Facebook post and Tweet:*
    - *House Districts 1, 14, 28 and 35*
    - *Senate Districts 4, 6, and 12*

### March 19th

- *Share link for newly launched website on Facebook, Twitter and Instagram, along with a call to action to visit site and sign up for the email list.*
  - *Identify 40 key grassroots activists to share Facebook post and Tweet along with personal call to action.*
  - *Recruit 5 partner organizations to share our Facebook post and Tweet.*

### March 26th

- *Place 1 LTE thanking State Senator Mike Thompson for participating in the event and for his support of HB 2132 in the Baltimore Sun.*
  - *Include link to event details page on website and invitation to attend.*

### March 27th

- *Put up preview post and Tweet the morning of the event with an invitation to join and link to event page on website.*
- *Tom to live Tweet the event for the Voices for Healthy Kids MD Campaign account.*
  - *Recruit two or three partner organizations to point to our Twitter account to view the live Tweets*
- *Debbie to Facebook Live the event.*
  - *Recruit two or three partner organizations and 20 key grassroots advocates to share Facebook Live feed.*