Elements of a social media strategy

Defining goals, objectives and audiences

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Why we need a social media strategy?

Social media strategy is important because it is your organization’s roadmap.

- It outlines the goals and objectives for using social media and the target outcomes you want to achieve.
- It creates direction
- To know your audience and create better content
- To monitor, measure and improve
- Efficiency and consistency
- To be prepared
Social Media Strategy

A social media strategy will be supported by a tactical **plan** that defines how the strategy will be implemented, including the channels, tools, resources and budget to achieve it.
Set social media goals and objectives.

The first step to creating a social media strategy is to establish your goals and objectives.

Why is your organization active on social media in the first place?
Goals

• Increase awareness of your organization
• Increase visibility of your organization’s work
• Drive traffic to your organization's website
• Build relationships with your target audiences
• Gain insights from your target audiences
• Be open and transparent
• Educate your audience and get them involved
Objectives

Next, outline your SMART social media objectives. Each of your objectives need to be:

✓ Specific
✓ Measurable
✓ Achievable
✓ Realistic
✓ Time-sensitive

Determine what metrics you’ll use to measure your objectives and check if you are on track to meet them.
Identify your core audience

What type of audience are you addressing? What audience you are not reaching yet but would like to?

- Demographics: age, gender, geographic locations, income, education level, religion, race.
- Concerns, needs, motivations
Identify your core audience

Knowing who your audience is and what they want to see on social media when planning your strategy is a crucial aspect of creating **successful social media content** and communicate in an effective way.

Different groups need to be approached in different ways, using different channels, platforms and tools.
Regional Cooperation Agreement for the Promotion of Nuclear Science and Technology in Latin America and the Caribbean (ARCAL)

ARCAL is an Agreement between most IAEA Member States in the Latin America and the Caribbean region for technical cooperation to promote the use of nuclear techniques for peace and development.
ARCAL – 21 participating countries

Argentina, Belize, Bolivia, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Jamaica, Mexico, Nicaragua, Panama, Paraguay, Peru, Uruguay and Venezuela.
ARCAL

• ARCAL was established in 1984.
• It provides a framework for Member State collaboration with the support of the IAEA.
• The Agreement addresses key development priorities in the region, focusing on pressing needs related to food security, human health, environment, energy, industry and radiological safety.
ARCAL

A total of 163 IAEA technical cooperation projects have been approved for ARCAL countries over the past 35 years.

Cooperation between the IAEA and ARCAL has given good results that positively affect socioeconomic development in Latin America and the Caribbean.
ARCAL’s communication strategy

Increase the level of awareness of civil society, decision makers and government officials about ARCAL and the results of the technical cooperation projects implemented by ARCAL in collaboration with the IAEA
Roles

- Designated Team Member (DTM)
- Project counterparts
- Thematic Area Coordinators

- National Communication Representatives
- National ARCAL Coordinators

- Communication Focal Point: Cuba
- Website and Facebook: Argentina
- Twitter: Peru
Creando capacidades en América Latina y el Caribe: ARCAL apoya la formación de profesionales en medicina nuclear

La actividad se desarrolló en el marco del RLA/6/077 “Toma de Acciones Estratégicas para el Fortalecimiento de Capacidades de Diagnóstico y Tratamiento del Cáncer con un Enfoque Integral” (ARCAL CXLVIII)

Leer más...
El Acuerdo Regional de Cooperación para la Promoción de la Ciencia y Tecnología Nucleares en América Latina y el Caribe -ARCAL-

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Se unió el abril de 2019

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Los ensayos no destructivos, que incluyen el uso de técnicas #nucleares, pueden ayudar a los países a verificar la seguridad de los edificios dañados después de emergencias como terremotos, inundaciones y ciclones. Conoce más sobre estas técnicas aquí 🗞️
Why is ARCAL on social media?

• Boost recognition of ARCAL
• Promote and increase visibility to our work
• Increase traffic to arcal-lac.org
• Engage with stakeholders
• Educate our audience
Target audience

• Beneficiaries of projects: communities, end-users, decision makers, government officials, general public.

• Specialists: experts and professionals using nuclear techniques who benefit from ARCAL

• Scientific and academic community: universities, research centers, science and technology agencies, academic authorities related to ARCAL projects, government agencies.

• Journalists
Thank you
#LetsTalkNuclear