

June 2017

## Creating a Digital Strategy: Your Plan of Action

This is a handout from PSNC's Digital and Social Media Training for LPCs held on Friday 23rd June 2017, but it may also be useful to any LPCs starting to think about developing a social or digital media strategy.

### Step 1: Set our your LPC goals

These may vary, but are likely to include:

- Keeping contractors updated and inspired;
- Showcasing what pharmacy teams and the LPC are doing;
- Highlighting what pharmacy can do to key stakeholders;
- Networking;
- Persuading local healthcare providers to work with pharmacy; and
- Persuading local commissioners to consider pharmacy services.

### Step 2: Go through your target audiences

1. Contractors and pharmacy teams
2. Commissioners, local councillors and politicians
3. Patients/ the general public (including via the media)
4. Other healthcare providers
5. Any others?

#### Plan how to engage with each of them

- All – social media and your LPC website.
- Pharmacy teams – email newsletters.
- Commissioners – ask them to sign up to [PSNC's Commissioning emails](#).
- General public – get local media interest via social media and direct emails.

### Step 3: Draw up a plan with timescales

Once you know how you want to engage with your target audiences, think about what tasks this will entail. Think about:

- How will you monitor social and digital media – who will you follow, and how often will you check accounts?
- What emails you want to send.
- What other proactive content you want to do – how often will you post on social media?
- What capacity do you have for responsive social media work?
- What would a weekly and monthly plan of action look like?

**Remember:** Think about the capacity of the LPC!

### Step 4: Think about tasks and responsibilities

Alongside the plan and task list, you will need to think about who from the LPC will be involved. You may wish to have a digital communications lead to report back and assign roles.

- Who will send emails and create proactive content?
- Who has social media accounts?
- Who monitors social media?
- What do they do if something urgent comes up?
- Who has authority to send tweets etc – is there a social media policy?
- Who monitors your success and reports back to the LPC?

## Digital Strategy: Other Top Tips

### Content

- Keep it clear and simple.
- Make sure headlines and social media links encourage people to read on.
- Plan when messages are being sent.
- Use website analytics and email tracking to inform future content.

### Promotion

- Ask existing contacts to sign up to email newsletters and social media accounts.
- Check that you have up-to-date details for your current mailing list subscribers.
- Use different channels and promote your communications in different places both online and offline, e.g. at events.
- Consider using LPC members to help ensure key messages are getting out to contractors