

before

How many followers/fans do you have? _____

How many people do you follow? _____

How many times a day do you post? _____

How often do you interact with others? _____

What time of day do you post most often? _____

Are your posts focused? _____

Do you think about your audience? _____

after

_____ How many followers/fans do you have?

_____ How many people do you follow?

_____ How many times a day do you post?

_____ How often do you interact with others?

_____ What time of day do you post most often?

_____ Are your posts focused?

_____ Do you think about your audience?

Please reflect on and evaluate how your social media plan went. Use the following bullet points as a guideline. Reflections need to be at least one page double spaced, size 10 or 12 times font.

- How well did you stick to the plan you developed? Did you post on time, less or more, and why? * Must answer this one.
- Looking back on your expectations, how did the two weeks go compared to how you thought it would go?
- How did your focus go? Was it easy to stick to, why or why not? What did you learn about ratios of posts being on your focus and off focus? If posts did not have to do with your focus, why were they not?
- Did you pick up any new followers? If so, why do you think?
- What did you learn about spammy people?
- Was it easy to respond to people and posts?
- What was your post that received the most response? Why do you think that is?
- What is a post that received no response? Why do you think that is?
- Has your view of social media changed, why or why not?
- How will you continue to use your plan in the future?
- What changes will you make to your social media plan?
- What are your goals for your own social media use in the future?

Please feel free to talk or ask questions about anything else concerning this assignment, or ask any questions you may have.



social media plan evaluation