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*Social Media  
Strategy*

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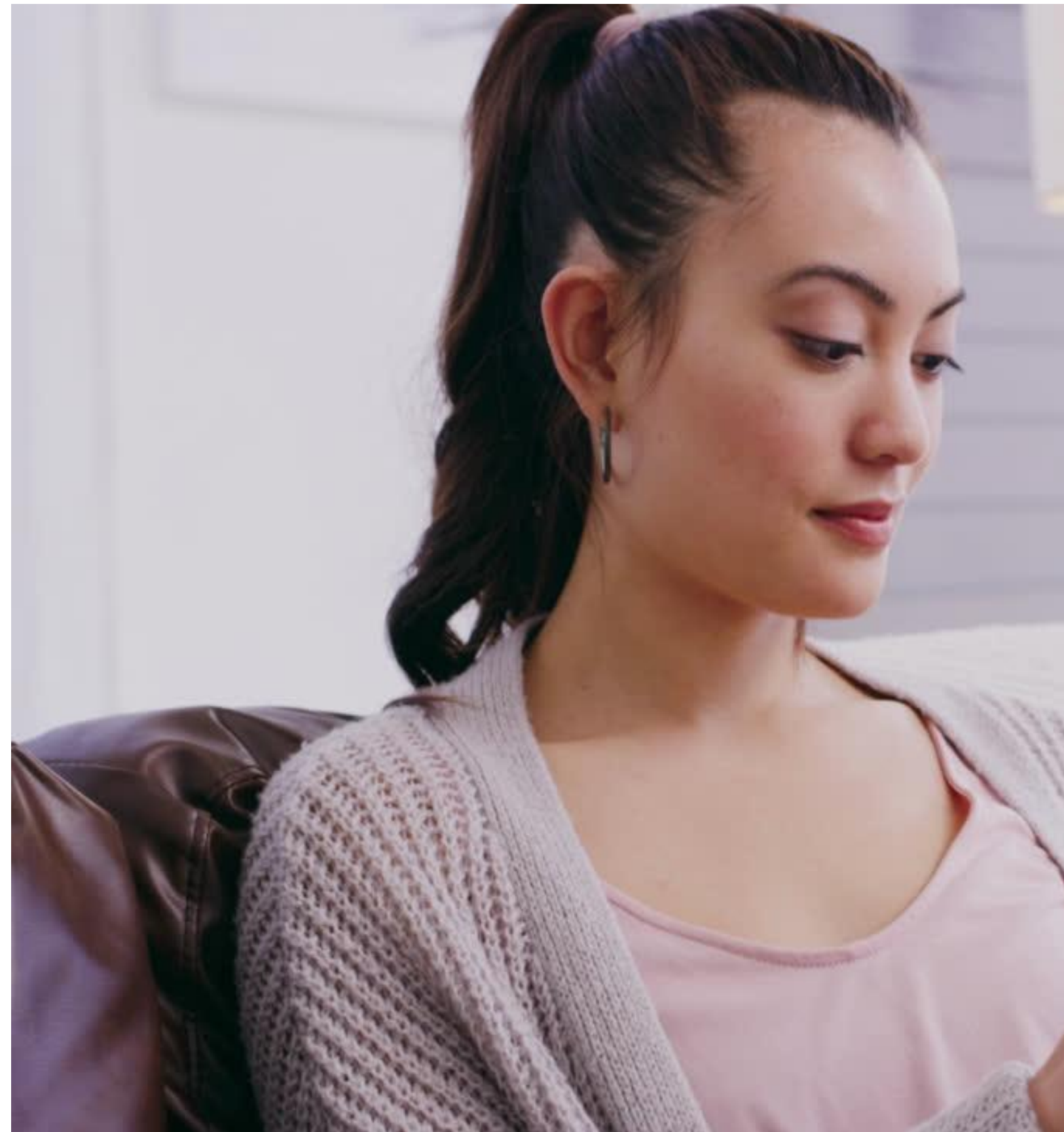
**7 Years as a Media Coordinator/Digital Media  
Specialist.**

# *Today's Presentation*

## **TOPICS**

- Introduction/Housekeeping
- Save This: Two things to remember
- The Game Plan
- Q&A





## WHAT IS A SOCIAL MEDIA STRATEGY?

A SOCIAL MEDIA STRATEGY IS YOUR GAME PLAN

HOW you will reach your social media goals.



# *Why is Social Media Strategy Important?*

A strong social media strategy helps you make the most of each platform, boosting engagement, expanding your brand's reach, and builds loyalty.



# *Think SMART to set clear, achievable goals*

**\*\*\*Tip: Goals can always be adjusted, if or when necessary.**

## **Specific**

What do you want to accomplish?

## **Measurable**

A quantifiable way of tracking your progress.

## **Achievable**

Make sure that your goal is realistic and achievable.

## **Relevant**

Is the goal relevant to what you are trying to achieve?

## **Time-Bound**

Set a start and an end date.

# *Who is your audience?*

The importance of understanding who you are talking to.

## **Gather insights**

Get to know your audience.

## **Gather your audience's needs.**

What are they requesting?

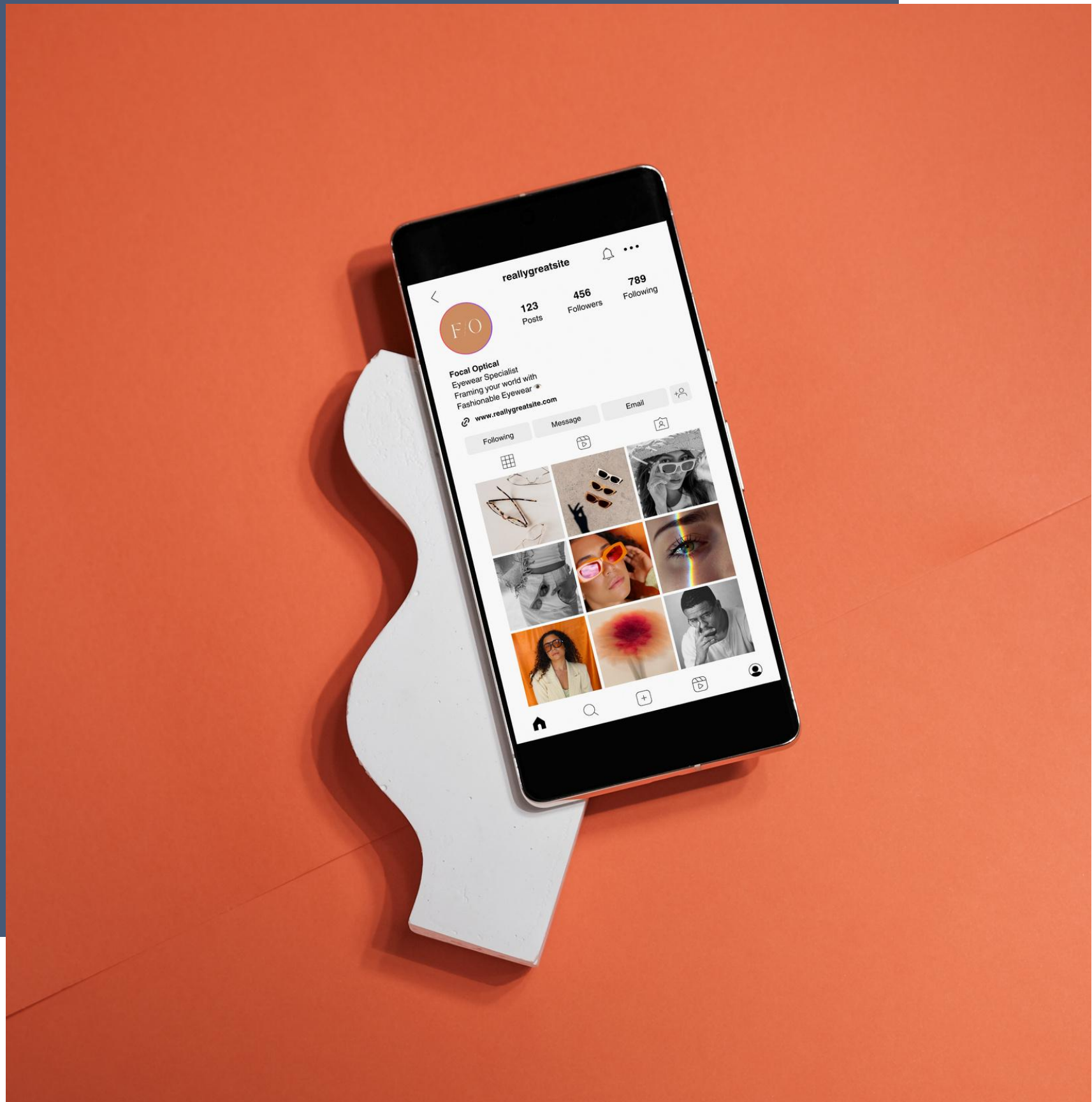
What are their comments?

What are their likes or dislikes?



# *Audit before you create.*

Auditing your accounts helps you set goals.



# INSPIRATION

What are other parishes/entities/churches doing?

What is working for them?

What isn't working for them?

How is their content doing?

What are their followers saying?

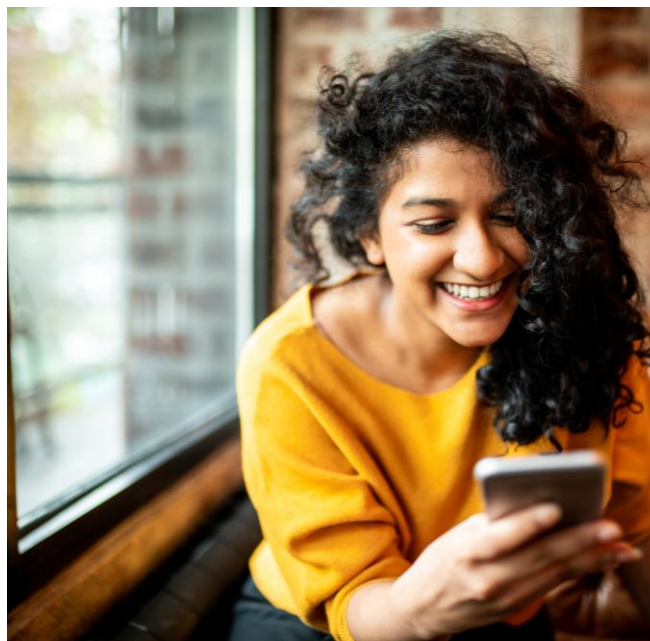
*You don't  
have to be on  
all the  
platforms.*



Is your audience on Facebook?

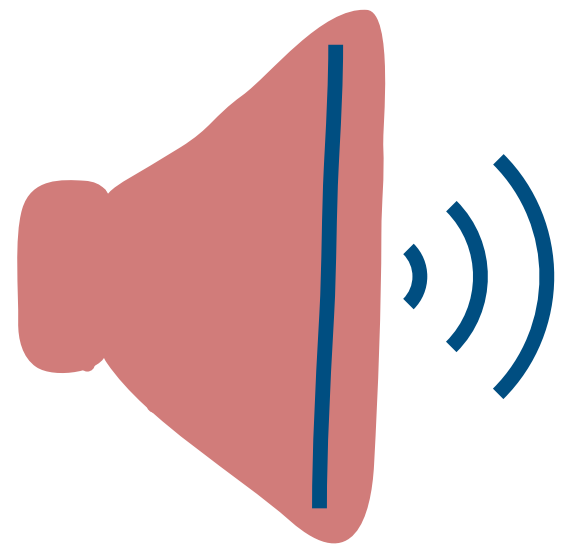


X formerly Twitter?



Instagram?

*Your tone of voice matters.*



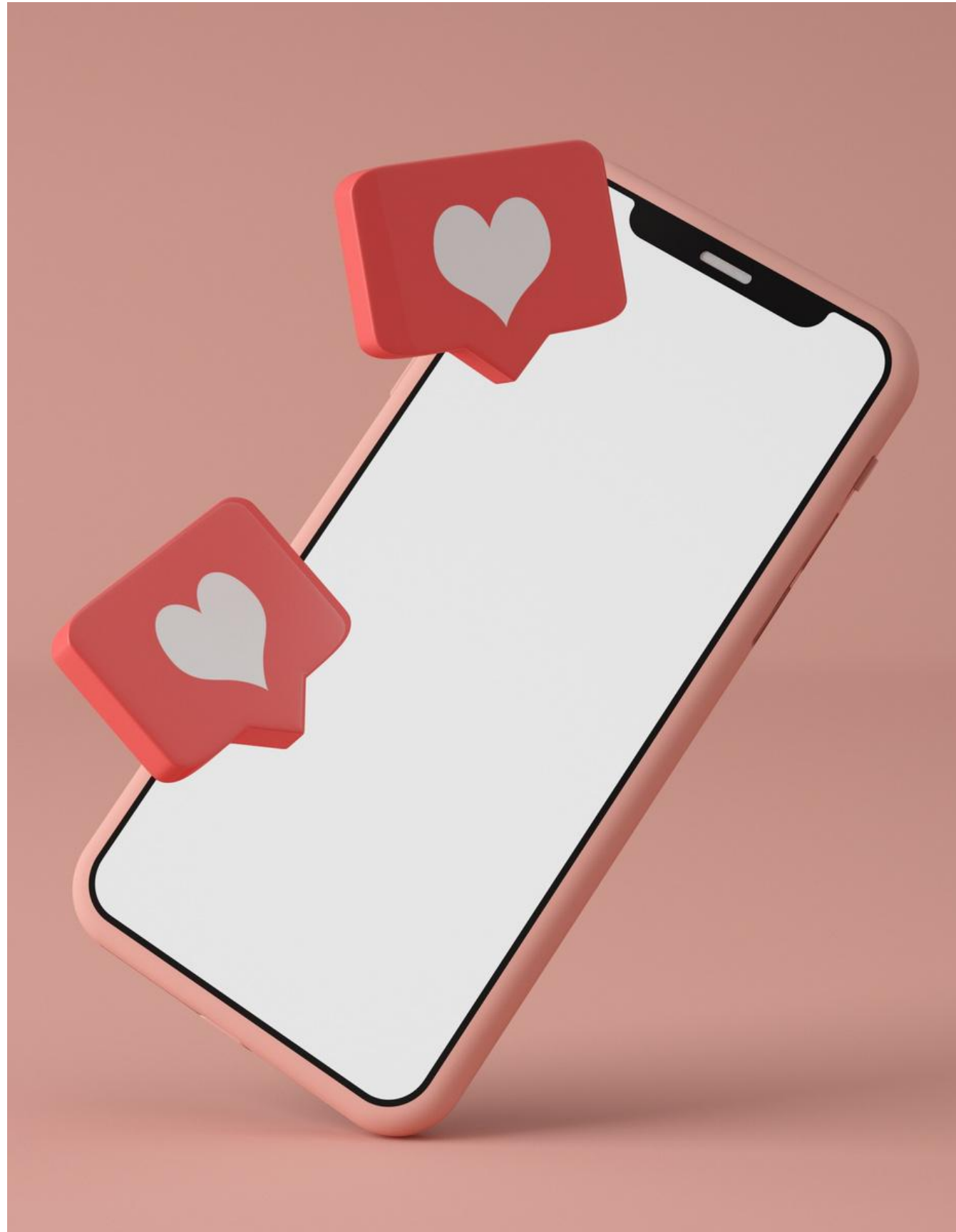
How do you speak to your audience?

What messages do you share?

Do your tone of voice and your content style match?

Do you use emojis? Which one?

**\*\*\*Tip: Create a guideline for consistency and share it with your team.**



WHAT TYPE OF

*Content*

should I post?



Build your Content  
Calendar

**Holy See Website**

**USCCB Calendar**

**Archdiocese of  
Miami Website**

**Social Media Search**

**Social Media Holiday  
Calendar**

- **Answer the Public**
  - **Reddit**
  - **AlsoAsked**



# *Engage with your Audience*

## COMMUNITY + RELATIONSHIPS

Build relationships and community  
by:

- Responding to comments and questions.
- Creating poll questions.
- Monitor Mentions

# *Review your results*



## REACH

Number of unique users who saw your content.



## LINK CLICKS

Percentage of people who click on a link.



## FOLLOWER GROWTH RATE

Speed at which your social media account is growing in followers

$$\frac{(\text{Followers at the end of the period} - \text{Followers at the beginning of the period}) \times 100}{\text{Followers at the beginning of the period}}$$

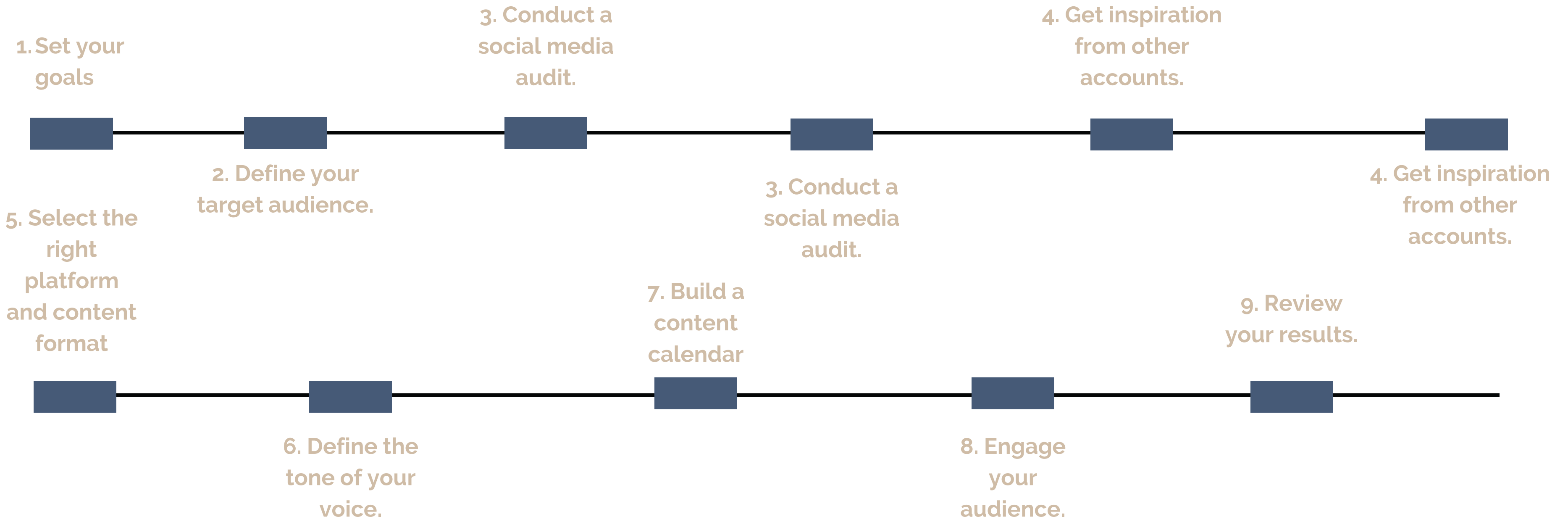


## ENGAGEMENT RATE

A measure of how much your audience has interacted with your content.

$$\frac{(\text{Total engagement on a post}) \times 100}{\text{Total number of followers}}$$

# *Let's go over the Game Plan*



*Connect with us!*

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