**SOCIAL MEDIA MARKETING STRATEGY WORKSHEET**

Organization Name:

Prepared by: Date:

# **What have we done in the past?** Look at previous social media performance and consider these items:

|  |  |
| --- | --- |
| *Item* | *Notes* |
| **Profile health:** username, profile completeness, profile photos, cover photos, page info, tabs, etc. (Consider consistency across platforms) |  |
| **Branding:** describe the current branding or lack thereof and strengths and weaknesses |  |
| **Audience:** who is the audience for this platform; does this match the target audience the page *wants* to reach? |  |
| **Content:** what are they posting; when they are posting; what is working; what isn’t working; are they following best practices; do they interact with other brands or pages; etc.? |  |
| **Recommendations and comments:** what should continue; what needs to change; what can be improved, how can the organization leverage trends for this platform, etc.? |  |

# **Why do we want to be on social media?**

Use the table below to guide you as you develop social media goals.

|  |  |
| --- | --- |
| *Objective Type* | *Examples (*[This page](https://buffer.com/library/social-media-goals/) has additional examples.) |
| **Awareness:** Get your message in front of as many people as possible. (Metrics: fans/followers, reach, views, etc.) | *Increase followers on Facebook by XX% or a specific number; Have an average Post Reach of XXXX people per post.* |
| **Engagement:** Encourage interaction with your content. (Metrics: reactions, comments, video views, clicks, mentions, hashtags | *Increase link clicks on posts by XX%; Have XXX people use branded hashtag within 6 weeks* |
| **Conversion:** Drive specific action from a social media user. (Metrics: the number who complete this action; typically takes place OFF of social media such as sales, reviews, opt-ins/signups) | *Generate XXX leads via landing page on website.* |

# **Who is our target audience?**

|  |  |
| --- | --- |
| Who are they?  *(e.g. job title, age, gender, salary, location, etc.)* |  |
| What are they interested in that you can provide?  *(e.g. entertainment, educational content, case studies, new products, etc.)* |  |
| Where do they usually hang out online?  *(e.g. Facebook, Instagram, etc. or niche platforms)* |  |
| When do they look for the type of content you can provide?  *(e.g. weekends, during their daily commute, etc.)* |  |
| Why do they consume the content?  *(e.g. to get better at their job, to become healthy, to stay up to date with something, etc.)* |  |
| How do they consume the content?  *(e.g. read blogs, listen to podcasts, watch videos, etc.)* |  |

# **What social media channels should we use?**

Based on what time/resources you have and where you can reach your target audience, choose which social media channels you’d like to use:

* (List here)
* (List here)

# **What is our content strategy?**

|  |  |  |  |
| --- | --- | --- | --- |
| TOPIC  What are the *topic(s)* or *message(s)* of the content we are going to share? | PURPOSE  *(To inform; To entertain; To connect)* | TYPE  *(Examples: Sharing knowledge/curating content, Storytelling, Quotes and motivation, Promotional posts, Holidays, User-generated content, Events and announcements)* | FORMAT(S)\* *(Examples: Links, Videos, Images, Reshares, Plain-text updates, Stories, etc.)* |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

*\*Consider the 4:1 Strategy: Choose a “staple” update, a single type that will make up the majority of your shares. Create a 4:1 ratio of sharing: for every four “staple” updates, publish one different type for variety*

# **What is our posting strategy?**

What are *best practices* and/or *brand style* will it follow? (copy, design, etc.)

* (Describe here)

What will the timing of our posts be? (time of day)

* (Describe here)

What will the frequency of our posts be? (times per day/week)

* (Describe here)

**NOTES/CONTENT IDEAS:**