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Description automatically generated**How to create a social media strategy**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | **Facebook** | **Instagram** | **LinkedIn** | **Twitter** | **TikTok** | **Pinterest** | **Other-List** |
| Tick if used |  |  |  |  |  |  |  |
| Frequency of posting content |  |  |  |  |  |  |  |
| Frequency of other engagement |  |  |  |  |  |  |  |
| Who actions |  |  |  |  |  |  |  |
| Who monitors |  |  |  |  |  |  |  |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Possible Goals** | **Tick if applies** | **Whats your target? How many? What does it look like?** | **By when?** | **Is this realistic given where you are now and the resources available to you?** | **How will you measure your progress and your success?** |
| More exposure and awareness of your business? |  |  |  |  |  |
| Steer more traffic towards your website? |  |  |  |  |  |
| Increase engagement with your customers and fans? |  |  |  |  |  |
| Build a loyal fan base |  |  |  |  |  |
| Generate leads |  |  |  |  |  |
| Grow business partnerships |  |  |  |  |  |
| Improve sales |  |  |  |  |  |
| Build reputation as an employer |  |  |  |  |  |
| Increase partnerships & business networks |  |  |  |  |  |

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| --- | --- | --- | --- |
|  | **Target Market 1**  **(e.g. customers)** | **Target Market 2**  **(e.g. prospective employees)** | **Target Market 3**  **(e.g.. collaborators)** |
| Celebrational or other recognised dates during the year (e.g. Easter, Valentine's Day) |  |  |  |
| Events they attend that are related to your business / industry  (include dates) |  |  |  |
| Stories or subjects they’re interested in (include dates if this changes) |  |  |  |
| Stories within your business that are relevant to them |  |  |  |

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