



SOCIAL MEDIA STRATEGY TEMPLATE

RESEARCH – DISCOVERY – ANALYSIS

COMPANY DEFINED	
YOUR MISSION	
YOUR VISION	
TARGET AUDIENCE	
YOUR MESSAGE	
STRENGTHS DEFINED	
WEAKNESSES DEFINED	

COMPETITIVE ANALYSIS

COMPETITION DEFINED	
COMPETITION STRENGTHS	

YOUR COMPANY'S COMPETITIVE EDGE: WHAT YOUR COMPANY DOES BETTER	
WHAT YOUR COMPANY CAN DO DIFFERENTLY	
POTENTIAL ROADBLOCKS	
BENEFITS	

PLAN BUILDING

OBJECTIVES

WHAT & HOW	
WHAT & HOW	
WHAT & HOW	
WHAT & HOW	
WHAT & HOW	

MEASURABLE GOALS

FACEBOOK	
TWITTER	
LINKED-IN	
YOUTUBE	

INSTAGRAM	
SNAPCHAT	

EXECUTE – IMPLEMENT – LAUNCH	
CHECK FOR MESSAGE CLARITY AND UNIFORMITY ACROSS PLATFORMS	
GRAPHIC UNIFORMITY	
CONVERSATION MONITORING	
SOCIAL ID ADDED TO ALL BRANDING INCLUDING EMAIL AND PRINT MEDIA	
DAILY POSTING WHERE APPLICABLE	
REPORTING PLAN: ENGAGEMENT, INFLUENCE, NUMBERS, ETC.	

MEASURE – METRICS – TRACK	
WEEKLY STATUS UPDATES	
NUMBER / NETWORK GROWTH	
STATUS: ENGAGEMENT	
STATUS: INFLUENCE	
WHAT'S WORKING? WHAT ISN'T? EVLAUATION AND REVISIONS	
GOAL ASSESSMENT – REVISED GOALS – NEW GOALS	

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