

Social Media Strategy

Define Your Goals

What is it you want to accomplish with social media?

How will you measure that goal? {Metric}

What results have you seen so far through social media channels?

Define Your Company

What is your mission statement?

Define your culture:

What is unique about your service?

Define your Target Audience:

Target Topics:

3 – 5 main topics you know about. Create content around these topics.

Choose your Social Media Networks

Who are your Competitors and which Social Platforms Do They Use?

How much money can you allocate each month to boosted posts?

Additional Notes: