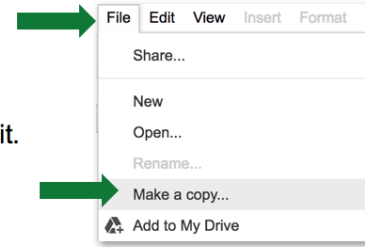


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SIMPLE SOCIAL MEDIA STRATEGY TEMPLATE

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Template begins on Page 2.



1. PURPOSE & FUNCTION

Purpose

In this section, describe the purpose of the social media campaign and why you are initiating this effort:

2. YOUR AUDIENCE

In this section, provide a detailed description of your target audience. Consider including demographics, interests, and any other relevant variables (age, geographic location, interests, profession, etc.):

3. COMPETITION

Choose several competitor brands. Analyze each across various platforms. What decisions are they making? What is and isn't working for them? Can you take any inspiration from their content?

4. SOCIAL MEDIA PLATFORMS

In this section, determine the key performance indicators (KPIs) that will help you measure the success of your social media strategy and campaign. Consider using some of these top KPIs:

- Impressions – total number of times the social media content is displayed
- Reach – total number of unique users that have viewed the social media content
- Shares – total number of shares per social media post
- Share of voice – total number of brand mentions on social media compared to competitor brands
- Conversion rate – total number of new followers, subscribers, newsletter sign-ups, or comments per social media post

PLATFORMS	CONTENT DISPLAYS	UNIQUE USER VIEWS	COMMENTS PER POST	SHARES	BRAND MENTIONS	NEW FOLLOWERS/SUBSCRIBERS	OTHER	NOTES
Facebook								
YouTube								
Twitter								
Instagram								
TikTok								
LinkedIn								
Other								

5. ANALYSIS

After each campaign, review your KPIs. Update your strategies as necessary. Consider noting how often you'll conduct your analysis, what platforms are performing well, what platforms are struggling, what content is and isn't working, any feedback you're receiving, and any room for improvement related to your KPIs.

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