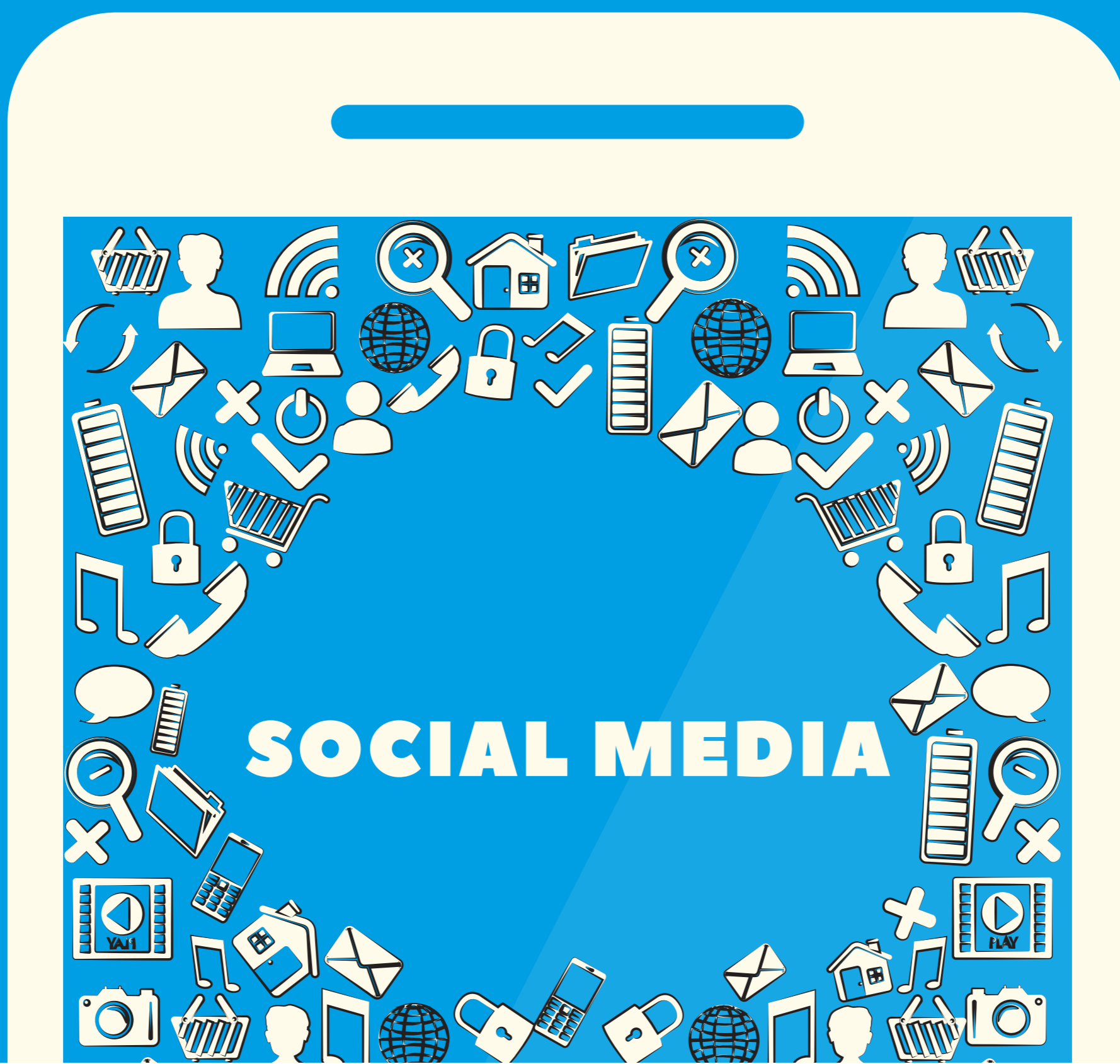


TEMPLATE

# SOCIAL MEDIA STRATEGY

Key Questions To Create Your Social Media Plan



SOCIAL MEDIA STRATEGY TEMPLATE

# Mission

KEY QUESTIONS



**What are the key values of your company?**

**Why does your company exist?  
Answer this: only we can...**

**How does your company change the world?**

**1**

# Goals

## KEY QUESTIONS



**What do you want to achieve with social media?**

**Do your social media goals align with your overall company vision, marketing strategy?**

**Are your objectives S.M.A.R.T: specific, measurable, attainable, relevant and time-bound?**

**2**

# Target Audience

## KEY QUESTIONS



**Demographics and background info?**

**Challenges, problems, goals?**

**What words will resonate with your target audience?**

**3**

# Social media

## KEY QUESTIONS



**Are your profiles filled out properly and thoroughly?**

**Are all of your accounts and profiles on brand?**

**Would new visitors follow your company after seeing this profile (added value)?**

**4**

# Content Strategy

## KEY QUESTIONS



**What is your content strategy statement\*?**

**What is your posting frequency and how are you going to promote your content?**

**Do you have an editorial and a social media content calendar?**

**5**

# Resources

## KEY QUESTIONS



**How will you monitor and manage your social media?**

**What are your social media guidelines?**

**What content creation tool will you be using?**

**How much is your social media campaign budget?**

# Track Progress

## KEY QUESTIONS



**Have you established the metrics by which you'll measure social media success?**

**Do you have an analytics or measurement tool prepared to track these metrics?**

**How often will you analyze your results?**

**Are you prepared to quickly change your strategy in response to those results?**



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or [Click Here](#) to complete this Form.**

# \*Content Strategy Statement APPENDIX



**Example of a content strategy statement:**

**The content we produce helps our company accomplish [goal 1] and [goal 2] by providing [adjective 1] and [adjective 2] content that makes [audience description] feel [emotion 1] or [emotion 2] so that they can [task 1] and [task 2].**

**Source: Content Marketing Institute**