

# Social Media Strategy

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*Strategy Description / Date*

# 1. Choose Your Social Networks

*Discover where your audience actively participates on social media to uncover your biggest area of opportunity.*

## What Networks Get The Most Traffic?

Use this [Google Analytics Custom Report](#) to find your highest-trafficked social networks.

Network	Traffic Metric
Facebook	
Twitter	
LinkedIn	
Pinterest	
Google+	
Tumblr	
Instagram	
Snapchat	

## What Networks Are Most Popular Among Your Competition's Followers?

*Your competitors likely have a similar audience that you'd like to attract to your brand through social media.*

Network	{Competitor }	{Competitor }	{Competitor }	{Competitor }	{Competitor }
Facebook					
Twitter					
LinkedIn					
Pinterest					
Google+					
Tumblr					
Instagram					
Snapchat					

## List Your Social Networks

*Create a master list of your active social media accounts.*

Social Network:

Company Username:

Social Network:

Company Username:

Social Network:

Company Username:

Social Network:

Company Username:

Social Network:

Company Username:

## 2. Plan The Content You'll Share

*Participating on social media involves creating and sharing content your followers will love. Let's plan how and what you'll create, and how you'll participate in the conversation.*

### What Are Your Topics Of Expertise?

*List your topics and subtopics of the content you'll share on your social networks (for both curated content and your own).*

- Topic
  - Subtopic
- Topic
  - Subtopic
- Topic
  - Subtopic
- Topic
  - Subtopic

### What Can You Create?

*Let's take a look at the resources available to you to create your content. This is a high-level overview of how you'll create sharable content.*

#### Graphic Design

Tools: {List}

Team members/talent: {Names}

#### Video

Tools: {List}

Team members/talent: {Names}

#### Writing

Tools: {List}

Team members/talent: {Names}

#### Curated Content

Tools: {List}

Team members/talent: {Names}

#### Campaigns

Tools: {List}

Team members/talent: {Names}





3 days after								
Week after								
Month after								
Custom								

## Plan Your Budget

*Going into any expenditure without knowing where the budget line is drawn is a super bad idea.*

How much money can you allocate each month to paid social media promotion?

{Number}

On which social networks will you experiment with paid promotion? {Social network names}

## Keep Track of Your Boosted Posts

<b>Date Running</b>	<b>Channel</b>	<b>Budget</b>	<b>Target Audience</b>	<b>Goal of Boosted Post</b>	<b>Results</b>