

# SOCIAL MEDIA STRATEGY



## STEP 1: SET SMART GOALS

Make your social media goals work for you by ensuring they align with your business goals. *Tip: Make your goals SMART - **Specific, Measurable, Attainable, Relevant, and Time-bound.***

Business Goals	Social Goals	Metrics
What are our business goals?	What can we do on social media to support these goals?	How do we measure it?
We want people to discover our brand.	Let's build awareness on social media.	Let's measure our reach: the number of likes, shares, and followers.

## STEP 2: FIGURE OUT YOUR TARGET MARKET

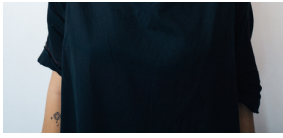
Fine-tune your message by customizing it for your target market. Draw up personas for your target market so you can speak to them in their language.

Persona 1



Persona 2





Demographic:	Demographic:
Goals:	Goals:
Motivations:	Motivations:
Problems:	Problems:
Pain Points:	Pain Points:
Preferred Mode of Communication:	Preferred Mode of Communication:
Preferred Social Network:	Preferred Social Network:
Others:	Others:

### STEP 3: ANALYZE YOUR COMPETITION

What are your competitors doing in the social media space? Learn from them and consider how you can make their approach work for you. Create a table for each competitor.

#### Competitor's Brand:

Social Media Platform	Follower Count	Strengths	Weaknesses	Effective Content
FACEBOOK				
INSTAGRAM				
TWITTER				

TIKTOK				
LINKEDIN				
PINTEREST				

## STEP 4: DO A SWOT ANALYSIS

Map out your Strengths, Weaknesses, Opportunities, and Threats.

<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>● What are your strengths?</li> <li>● What are you doing well?</li> <li>● How can you connect with your audiences on social media?</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>● What are your weaknesses?</li> <li>● What areas can you improve in?</li> <li>● Where is there difficulty in building connections with your audience?</li> </ul>
<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>● What are your growth areas?</li> <li>● What market trends can your product/service ride?</li> <li>● How can you turn your strengths into opportunities?</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>● Do you have strong competitors in the field?</li> <li>● What's stopping you from growing?</li> <li>● What risks and blockers do you face in your niche market?</li> </ul>

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## STEP 5: PERFORM A SOCIAL MEDIA AUDIT

Do you have an existing social media presence? Before you draw up new plans, audit your current approach first.

SOCIAL MEDIA PLATFORM	REACH	FREQUENCY OF POSTS	BEST PERFORMING POSTS	AVERAGE POST ENGAGEMENT

<b>WHAT'S WORKING?</b>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>WHAT'S NOT WORKING?</b>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li></ul>
<b>LESSON LEARNED</b>	<ul style="list-style-type: none"><li><input type="checkbox"/></li><li><input type="checkbox"/></li><li><input type="checkbox"/></li></ul>

## STEP 6: TIME TO CREATE YOUR CONTENT STRATEGY

Here comes the fun part! Take all your lessons from the previous steps and draft a content plan for your brand. Remember your business and content goals? Those are your content pillars. Map out what material can fill each content goal.

**REMEMBER:** *Carefully consider your personas, your competition, your strengths and weaknesses, and your previous strategies.*

GOALS	Content Goal 1	Content Goal 2	Content Goal 3
CONTENT IDEAS			
PLATFORM			
POST FREQUENCY			

HAVE QUESTIONS OR NEED HELP WITH ANY OF THESE STEPS?

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