



BRAND-BUILDING SOCIAL MEDIA STRATEGY WORKSHEET

BUSINESS NAME: _____ PRODUCT/SERVICE: _____

STEP

1

Set Your Goals

Select any that apply to what you want to accomplish through social media.

Generate Awareness

Entertain

Inform

Drive Traffic

To your site

To your profile

Engage With Your Audience

Conversations

Content

Convert Your Audience

Customers

Followers

STEP

2

Create Your Goals

I want to...

1. _____

2. _____

3. _____

STEP

3

Identify Your Audience

Answer these questions about your ideal target audience:

1. What is their age range?

2. What are their job titles?

3. What are their interests?



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4. What do they need to succeed?

5. What hashtags do they use/follow?

6. What type of content do they consume?

STEP

4

Pick Your Primary Platform

Instagram

Facebook

LinkedIn

STEP

5

Competitive Analysis Part 1

Identify 3-5 competitors who speak to your audience.

1. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)



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2. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)

3. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)

4. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)



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5. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)

Did you notice any trends among your competition?

STEP

6

Competitive Analysis Part 2

Identify 3-5 *non-competitors* who speak to your audience.

1. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)



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2. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)

3. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)

4. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)



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5. _____

How many followers do they have? _____

How many times per day do they post? _____

What types of content are they posting?

What types of ads are they putting out? (FB Only)

STEP 7

Choose Your Content Mix

Put a checkmark by each of the ones you think you'll have the bandwidth and the capability to produce regularly:

Facebook

Videos

Status Updates

Shares

Photos

Links

Comments

Graphics

Stories

Other: _____

LinkedIn

Videos

Status Updates

Photos

Links

Comments

Graphics

Shares

Other: _____

Instagram

Photos

Videos (In Stream & IGTV)

Graphics

Stories

Carousels

Comments

Other: _____



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STEP

8

Select Your Tools

Select the tools that best suit you:

Scheduler

- Native Platform Hootsuite
- Buffer Sprout Social Other: _____

Photo & Thumbnail Design

- Sparkpost Adobe Suite
- Canva Design Team Other: _____

Video

- Sparkpost Soapbox Video Team
- Lumen5 Cell Phone Other: _____

STEP

9

Map Your Capabilities

Assess your *bandwidth*:

1. How many people do you have to contribute to social media?

2. How much time do you think you can reasonably commit to your social media per week?

3. How much money are you willing to budget for your social media management?

Verify your content mix:

Now, look back at your content mix checklist from step 7. Is this doable?



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STEP 10 Create Your Calendar

10

Make sure to add reminders in your personal calendar.

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday