**[Company Name] Social Media Strategy Template**

**Overall Goals**

The overall goals of this social media strategy, in relation to business growth and performance, are:

1.

2.

3.

**Sub-Goals**

The social media team will work to reach the first overall goal, [goal], by working to meet the following sub-goals:

1.

2.

We will work to reach the second overall goal, [goal], through these sub-goals:

1.

2.

We will work to reach the third overall goal, [goal], through these sub-goals:

1.

2.

**Target Audiences**

We will aim to target the following primary audiences:

|  |  |
| --- | --- |
| **Name** | **Explanation of Demographic** |
|  |  |
|  |  |

When applicable and/or possible, we will aim to target the following secondary audiences:

|  |  |
| --- | --- |
| **Name** | **Explanation of Demographic** |
|  |  |
|  |  |
|  |  |
|  |  |

**Competitor Analysis**

[Competitor 1]

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Social Site** | **URL** | **Follower Count** | **Top Post** | **Eng. Rate** | **Posting Frequency** | **Other Metrics** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

Other Important Metrics and Statistics:

Notes:

**Self Analysis**

[Platform 1]

|  |  |
| --- | --- |
| **URL** |  |
| **Follower Count** |  |
| **Top Post Last Month** |  |
| **Engagement Rate** |  |
| **Posting Frequency** |  |
| **Click Rate** |  |
| **Top Followers** |  |

Other Important Metrics and Statistics:

Notes:

**Channels**

We will use the following social media channels to communicate with target audiences, working to reach marketing and overall goals.

[Platform 1]

|  |  |
| --- | --- |
| **Target Audiences** |  |
| **Relevant Sub-Goals** |  |
| **Relevant Overall Goals** |  |
| **Competitors on Platform** |  |

Notes:

**Content**

Each channel requires its own unique, ongoing content strategy to reach specific goals.

[Platform 1]

|  |  |  |  |
| --- | --- | --- | --- |
| **Content Type** | **Tone** | **Best Sharing Times** | **Posting Frequency** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Notes:

**Tactics**

This strategy’s tactics are largely built on distributing and promoting posts and content on specific channels. The tactics are as follows:

[Tactic 1]

|  |  |
| --- | --- |
| **Channel** |  |
| **Content/Activity** |  |
| **Duration/Frequency** |  |
| **Relevant Goals** |  |
| **Expected Results** |  |

Notes:

**Monitoring**

We can identify opportunities for engagement, earning followers and potentially converting prospects, by continuously monitoring the following terms on our social platforms of choice:

|  |  |
| --- | --- |
| **Our Brand and Product Names** |  |
| **Competitor Names** |  |
| **Common Misspellings** |  |
| **Positive and Negative Terms** |  |

**Responding**

Quick and helpful responses are necessary for proper customer service on social media. Below are responses our team can use, adjust and reference when facing common situations:

|  |  |  |
| --- | --- | --- |
| **Scenario** | **Common Examples** | **Set Responses** |
| **Complaint** | 1.  2.  3. | 1.  2.  3. |
| **Review** | 1.  2.  3. | 1.  2.  3. |
| **Direct Question** | 1.  2.  3. | 1.  2.  3. |
| **Indirect Question** | 1.  2.  3. | 1.  2.  3. |
| **Comment re: Competitor** | 1.  2.  3. | 1.  2.  3. |

**Roles**

[Role1]

[Name]

This role’s duties include:

The [role] reports to the [role]. [Name] also manages [role].

**Budget**

Ads and Boosted Posts:

|  |  |
| --- | --- |
| **Platform** | **Cost Per Month** |
|  |  |
|  |  |
|  |  |

Total:

Analytics and Management Tools:

|  |  |  |  |
| --- | --- | --- | --- |
| **Tool** | **URL** | **Applicable Networks** | **Cost Per Month** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

Total:

New Position(s):

|  |  |
| --- | --- |
| **Title** |  |
| **Duties** |  |
| **Years of Experience** |  |
| **Salary Range** |  |

Total:

Total for ads, tools and new roles:

**Ongoing Performance Analysis**

1. What’s working and in what sense?

2. What’s not working and why isn’t it?

3. How will we amplify and do more of what’s working?