

SOCIAL MEDIA STRATEGY FOR:

This worksheet is designed to help you focus on your business social media objectives and goals. It should be used to kickstart your social media strategy mapping process for either a specific campaign or your overall activity. We designed it to help you feel inspired and motivated to focus on your social media goals. We hope you enjoy completing it! - *Alison, Founder and Director*

YOUR PURPOSE

WHAT DOES YOUR BRAND STAND FOR?

DESCRIBE YOUR BRAND'S PERSONALITY

GOALS

It's important to be clear on what you want to achieve from your social media activity. This makes it easier to plan your content and measure. What are you trying to achieve here? Brand awareness, conversions on your website, recruitment? Pick your top three priorities:

1. _____
2. _____
3. _____

METRICS

Choose your key metrics to analyse to establish your ROI:

- ☐ Reach
- ☐ Impressions
- ☐ Website Traffic
- ☐ Hashtag Uses
- ☐ Video Views
- ☐ Followers
- ☐ Social Engagement
- ☐ Conversions

PERSONAS

Building audience personas help you to create stronger and more meaningful relationships with your customers. Personas are archetypes of your customers that offer an overview of their typical demographics, behaviours and goals.

AUDIENCE

Describe your key buyer persona by detailing some key characteristics; Age, location, job title, relationship status, favourite social media platform etc.

YOUR SOCIAL MEDIA

☐ FACEBOOK ☐ INSTAGRAM ☐ TWITTER ☐ PINTEREST ☐ YOUTUBE ☐ SNAPCHAT

Use this box to jot down some key changes that need to be made from auditing on your current activity.

COMPETITORS

Avocado Social

Identify 1-3 of your key competitors. What are they doing well? What isn't working?

GOALS

What are your specific goals for these three brainstormed fresh content ideas? Who are they aimed at and what is the call to action?

1.

2.

3.

CONTENT IDEAS

Brainstorm your content ideas here, including user-generated content, influencer content and related hashtags.

FORMATS

Decide on which content types will best engage your target customer and meet your objectives.

- ☐ Photo
- ☐ Video
- ☐ Graphic
- ☐ GIF
- ☐ Livestream
- ☐ Blog
- ☐ Audio

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MEASUREMENT

What key targets will you set for your activity? Have you got a desired reach, or engagement rate? Being focused on what you want to achieve will help you to analysis the success of your activity.



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