

SOCIAL MEDIA STRATEGY

WORKSHEET

 BLOG POST			 Quote
		 Freebie	 Quick tip
	 Quick tip		 BLOG POST
		 Quote	 Promo offer

build your following, grow your audience + get tons of traffic

SOCIAL MEDIA GOALS FOR THE MONTH OF: _____

Audience + Following

My “golden” social media sites are:

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram
- ☐ Pinterest
- ☐ LinkedIn
- ☐ YouTube
- ☐ _____
- ☐ _____

From these sites, I want to achieve:

Monthly website visits

Total number of subscribers

Total number of followers:

Promotions

Blog Posts

Paid Offers (Products, Services)

Affiliate Products/Posts

Freebies



ASSETS + IMAGES

Place a checkmark next to the assets + images you have / need / are working on for each promotion. If it doesn't apply, select N/A. Use the blank spaces to add more.

	HAVE	WORKING ON	NEED	N/A
Blog Posts				
Affiliate Posts				
Freebies				
Products				
Share Images				
Opt-in images + CTAs				
Videos				

