Social Media Strategy Worksheet

Organization: Goal of your organization:

Network: [*Facebook, Twitter, YouTube, Etc.*]

Goal for this social media platform:

Additional:

House Keeping (for each network)

Who is doing the work:

How much time is expected per week:

What are the 3-5 tasks that must be done each week:

Tools used to manage:
Hootesuite, Sumall.com.

How do content approvals work?

Where and how can stakeholders find you?
- is it listed on:
• Website:
• Email signature:
• On the ground training:
• Newsletter:
• Other places you think you should include it:

Does it look good? What kind of great images can be used for backgrounds (ideas):

Do you have a logo that sizes down to 50x50?
Do you have your brand URL on the platform:

Content & Voice

Who are you talking to? Create 2 character profiles (personas) based on stakeholders that you have worked with in the field. Interests/what is their biggest fear/need? What kind of content would they be interested in?

1. Name: **Age:**
Occupation:
Brief on this person:

Interests:
Fears:
What kind of content would they be most likely to share?

2. Name: **Age:**
Occupation:
Brief on this person:

Interests:
Fears:
What kind of content would they be most likely to share?

Content

Please add percentages to the distribution of types of posts you think should be made:
• Resources/tips that add value to audience:
• Promoting your own stuff:
• Highlighting people and stories from your community:
• Reposting other people's great content:
• Fun + inspirational content designed for sharing:
• Questions/polls of your audience:
• Interacting with and responding to audience:
• Other _____:

How do you respond to negative comments or PR problems?
(Remember "Acknowledge, Accept, Act") – which actions would you take to the following comments on the platform.

"This campaign is such a joke."
Response/actions:

Write 5-10 sample posts/tweets *bonus – draw a picture that could go with it. You may need another page…*

Tactic Brainstorm
Marketing ideas you want to try (teaser questions)*:*
How might you add value to a select group of 'super users'?
How might social media be pulled into on-the-ground work?
Who are the 'leaders' in this audience?
What kinds of 'incentives' get this audience most excited?
What would it look like to 'thank' or digitally meet every new follower/like?

Data What will you measure to tell if you're succeeding?
How will you measure it?

In the next 2 weeks what are three things you will do (must be actionable):

1. Describe Thing:

   Amount of time thing should take (min/hr):
   What is the first step in doing this:
   When will this be done by:
   Are you the type of person that follows through: ( )Yes   ( )No

2. Describe Thing:

   Amount of time thing should take (min/hr):
   What is the first step in doing this:
   When will this be done by:
   Are you the type of person that follows through: ( )Yes   ( )No

3. Describe Thing:

   Amount of time thing should take (min/hr):
   What is the first step in doing this:
   When will this be done by:
   Are you the type of person that follows through: ( )Yes   ( )No

Why?