Social Media Strategy

Strategy Description / Date



*A Strategy From CoSchedule*

# 1. Choose Your Social Networks

*Discover where your audience actively participates on social media to uncover your biggest area of opportunity.*

## What Networks Get The Most Traffic?

*Use this* [Google Analytics Custom Report](https://analytics.google.com/analytics/web/template?uid=3h1h9iwdRXOraacHWZTzlQ) *to find your highest-trafficked social networks.*

|  |  |
| --- | --- |
| **Network** | **Traffic Metric** |
| Facebook |  |
| Twitter |  |
| LinkedIn |  |
| Pinterest |  |
| Google+ |  |
| Tumblr |  |
| Instagram |  |
| Snapchat |  |

## What Networks Are Most Popular Among Your Competition’s Followers?

*Your competitors likely have a similar audience that you’d like to attract to your brand through social media.*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Network** | **{Competitor}** | **{Competitor}** | **{Competitor}** | **{Competitor}** | **{Competitor}** |
| Facebook |  |  |  |  |  |
| Twitter |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |
| Pinterest |  |  |  |  |  |
| Google+ |  |  |  |  |  |
| Tumblr |  |  |  |  |  |
| Instagram |  |  |  |  |  |
| Snapchat |  |  |  |  |  |

## List Your Social Networks

*Create a master list of your active social media accounts.*

Social Network:

Company Username:

Social Network:

Company Username:

Social Network:

Company Username:

Social Network:

Company Username:

Social Network:

Company Username:

# 2. Plan The Content You’ll Share

*Participating on social media involves creating and sharing content your followers will love. Let’s plan how and what you’ll create, and how you’ll participate in the conversation.*

## What Are Your Topics Of Expertise?

*List your topics and subtopics of the content you’ll share on your social networks (for both curated content and your own).*

* Topic
	+ Subtopic
* Topic
	+ Subtopic
* Topic
	+ Subtopic
* Topic
	+ Subtopic

## What Can You Create?

*Let’s take a look at the resources available to you to create your content. This is a high-level overview of how you’ll create sharable content.*

### Graphic Design

Tools: {List}

Team members/talent: {Names}

### Video

Tools: {List}

Team members/talent: {Names}

### Writing

Tools: {List}

Team members/talent: {Names}

### Curated Content

Tools: {List}

Team members/talent: {Names}

### Campaigns

Tools: {List}

Team members/talent: {Names}

### Tone

Three words that describe your approach to content creation: {List}

## How Will You Participate In The Conversation?

*Plan the times when you will monitor and listen. Block these times out on your appointment calendar and set up notifications to remind you to check in on your social networks.*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Monday** | **Tuesday** | **Wednesday** | **Thursday** | **Friday** | **Saturday** | **Sunday** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
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# 3. Make Your Social Media Promotion Plan

*Now that you know what networks you’ll be on—and the ways you’ll be using them—it’s time to make the plan.*

## Define Your Goals

*What is it you want to accomplish with social media?*

Define the #1 reason you’re using social media: {Reason}

How will you measure that goal? {Metric}

How much of that metric do you want to receive weekly/monthly: {Number per time frame}

How will you measure that metric? {Tool(s) you’ll use to measure your goal}

How often will you measure? {Time/day/frequency when you’ll measure}

## Plan How Often You Will Share Every Day

*Knowing your daily sharing frequency will help you understand how much content to produce and variety to add to your social sharing.*

Facebook: {Number per time frame}

Twitter: {Number per time frame}

LinkedIn: {Number per time frame}

Pinterest: {Number per time frame}

Google+: {Number per time frame}

Tumblr: {Number per time frame}

Instagram; {Number per time frame}

Snapchat: {Number per time frame}

## Outline Your Content Sharing Plan

*Now analyze how many times you will share a specific piece of content like a blog post, for example. This will be your template for sharing a single project via social media.*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **When** | **Facebook** | **Twitter** | **LinkedIn** | **Pinterest** | **Google+** | **Tumblr** | **Instagram** | **Snapchat** |
| On publish |  |  |  |  |  |  |  |  |
| Day after |  |  |  |  |  |  |  |  |
| 3 days after |  |  |  |  |  |  |  |  |
| Week after |  |  |  |  |  |  |  |  |
| Month after |  |  |  |  |  |  |  |  |
| Custom |  |  |  |  |  |  |  |  |

## Plan Your Budget

*Going into any expenditure without knowing where the budget line is drawn is a super bad idea.*

How much money can you allocate each month to paid social media promotion? {Number}

On which social networks will you experiment with paid promotion? {Social network names}

## Keep Track of Your Boosted Posts

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Date Running** | **Channel** | **Budget** | **Target Audience** | **Goal of Boosted Post** | **Results** |
| 12/1 – 12/25 | Facebook | $20 per day | Parents with kids ages 5-10 | Increase page views  | Increased page views by 25% |
|  |  |  |  |  |  |
|  |  |  |  |  |  |