



Social Media Strategy Worksheet

Before you jump into social media, take a few minutes to develop a strategy and a plan for creating content and developing your presence. Answering the questions below, use this worksheet to gather some information about yourself, your target audience, and your message. You will apply this information later when implementing your social media strategy, so keep this information handy.

Ask yourself some questions:

Who are you? _____

What do you do? _____

Why does it matter? _____

Why are you better than your competitor? What makes you different? _____

Describe yourself (your elevator speech, but in 140 characters or less):

What is the point of joining social media? (choose one)

- Build awareness
- Increase sales
- Gain loyalty

Identify your audience. Who are you trying to reach with your messages?

What age range are they in? _____

What do they care about? _____

Where are they online? Which social media platforms? _____

What is the current relationship with the audience? (choose up to two adjacent relationships. These can't be too broad; since you won't be able to target everyone your consistent message should reach your target audience.)

- Nothing: they don't even know we exist
- Awareness: they know about us, but that's it
- Single action: they've visited our website once, mildly interested
- Repeat actions: visited us many times, they're excited about us
- Advocates: they promote us and our brand

How does your audience use social media? (choose up to two)

- Creators: develop and post new content to the web
- Critics: engage and comment on material
- Collectors: subscribe to RSS feeds, save content for reading and reference later
- Joiners: join and visit social networking sites
- Spectators: read content, watch videos, listen to podcasts, but don't participate
- Inactives: no activity

Choose the social media platforms you will participate in based on where your target audience is and what they are interested in. Create a plan based on what you have to offer, what you want to communicate, what your audience wants to hear, and where they are. Don't jump into every social media platform just because they're there.

Once you create a plan and develop the content you want to share, keep these tips in mind for framing your message:

- Grab their attention
 - Post headlines that are short, to the point, and engaging
 - Give tips, tools, and how-tos
 - Ask questions to encourage discussion and participation
- Get to the point
 - Share thoughts and new information quickly, while it's relevant and new
 - State important facts first
 - Be clear in your message
- Back-up your message
 - Give facts to support what you're sharing
 - Provide expert point-of-views with guest bloggers or tweets

