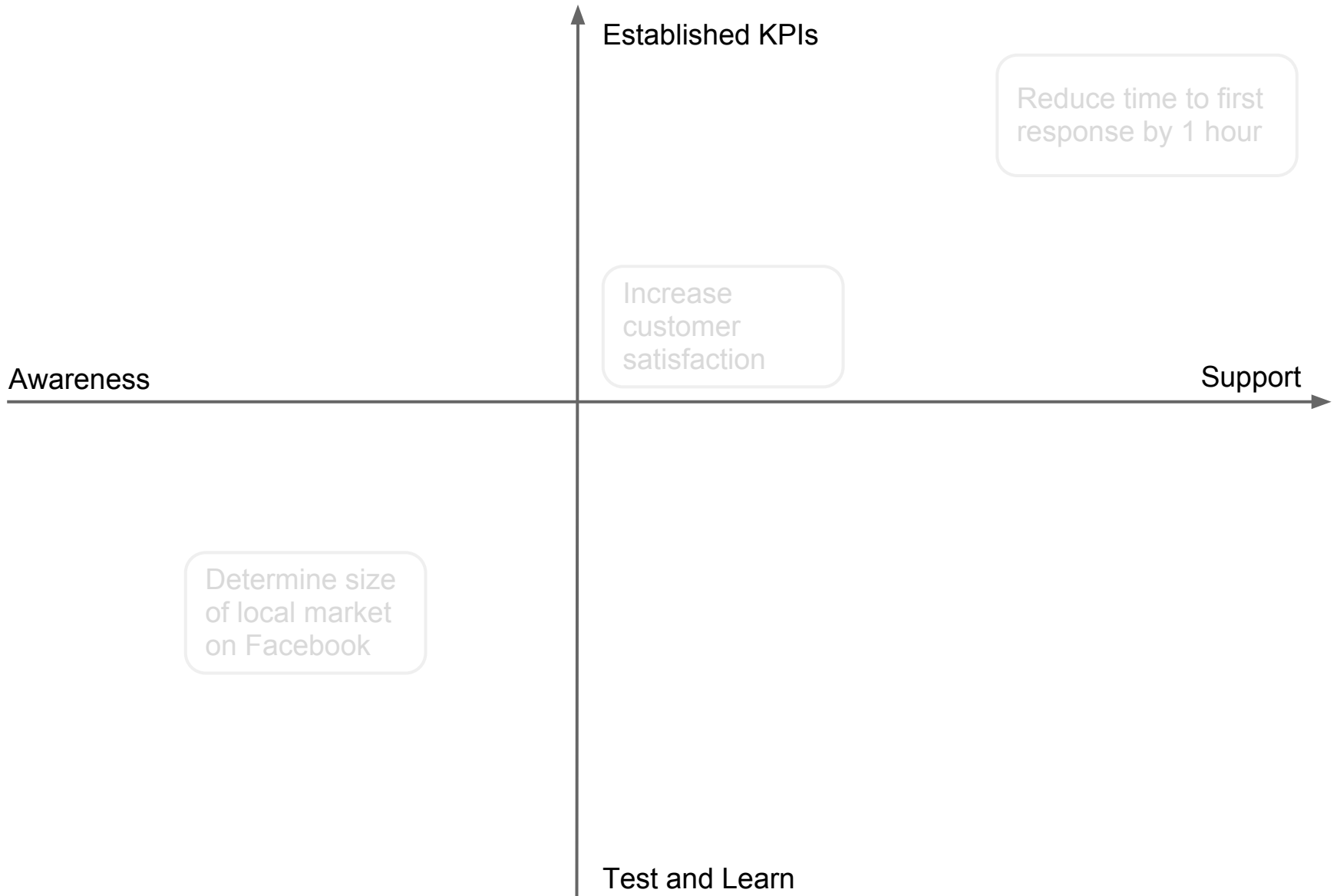


# Social Media Strategy Worksheets

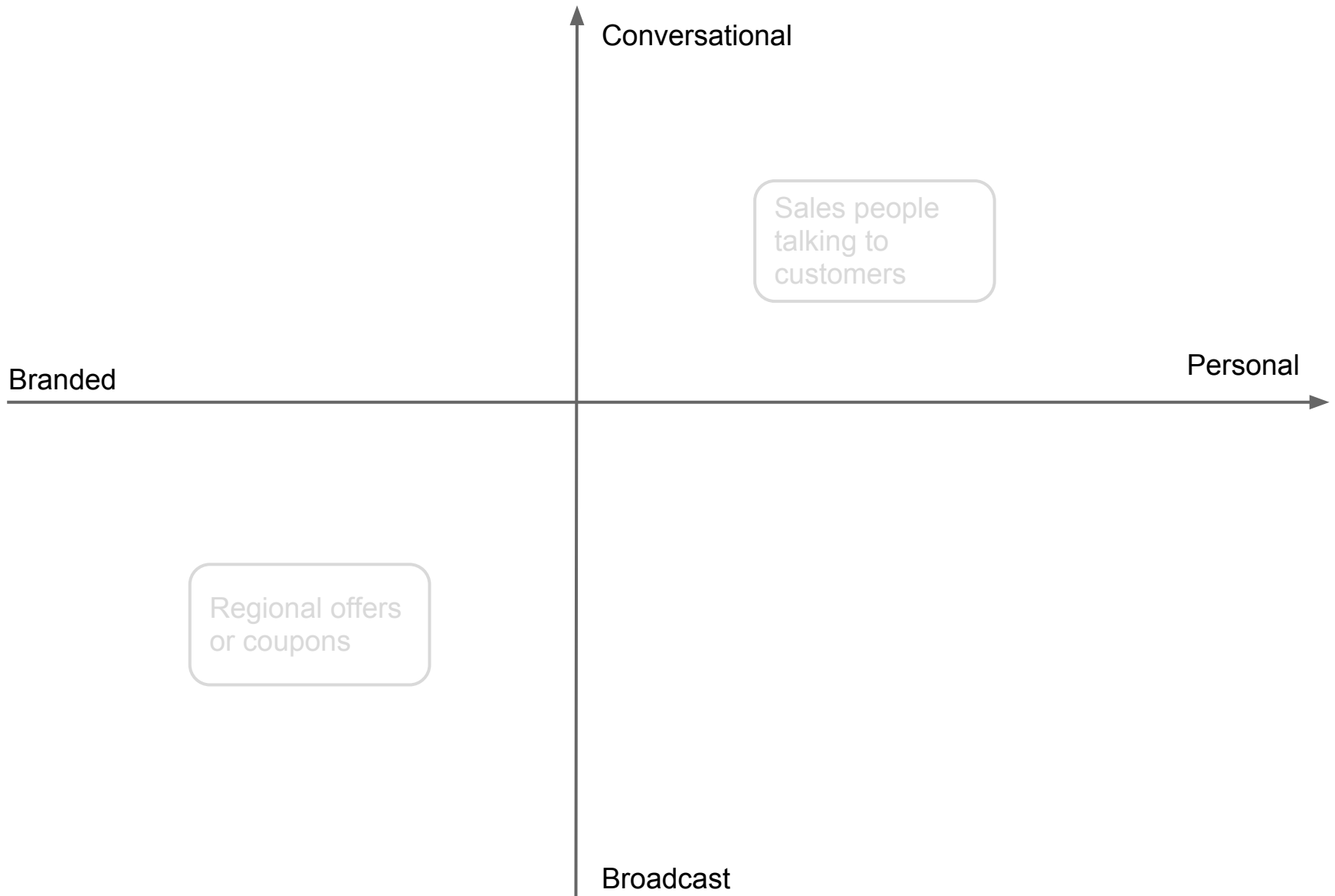
Ben Watson  
@bitpakkit



# Why do you want to be there?



# Finding Your Voice



# Building Your Team



Team/Org	Lead	Members	Supporting Team e.g contractors, agencies
Primary Goals	KPIs e.g. CPA/CPC, Increase market share/revenue	Individual Goals e.g. Traffic generation, Sales/cost-of-sale, Cost-per-incident	Support Goals e.g. cost reduction
Social Networks	Profiles	Content Types e.g. Whitepapers	Size of Audience
Tools	Listen	Engage	Measure
Timeline	Establish & Train	Implement & Measure	Evaluate