

angelagiles

Social Media Planning Worksheet

Project/Marketing Campaign name: _____

1. Set your goals.

What are your social media goals? What are your overall communication goals for this project? In what ways are your goals compatible with social media?

2. Know your audience.

Describe what you know about your target market. What qualities do they have in common? What interests do they share? What do they like? What don't they like? Where do they live? What social media platforms are they using? Explain why you think you can reach this set of people through social media.

3. Send them your message.

What are your messages? How can you utilize social media to communicate to your audience that your project or campaign fills the needs you have identified?

4. Assess the medium.

Is a social media platform right for your project?

5. Select your tools.

What social networking tools and platforms are you planning to use? Are you thinking of using Facebook, Twitter, Pinterest and/or Instagram?

6. Help manage the team's workload.

Who are the people involved in the project or campaign? List down their names, and their corresponding roles. Will they need any training?

7. Make a content plan.

What will you post? How often will you post? Outline your content ideas for the first week or month.

8. Create a promotion strategy.

What ideas do you have for promoting your social media accounts?

9. Evaluate your progress.

Depending on your goals, what quantitative or tangible results do you expect from your social media work? How will you measure the impact of your workflow?