

SOCIAL MEDIA STRATEGY PLANNING WORKSHEET

BLOG: Content Creation

Purpose: Why are you writing a blog?

- Increase Area Expertise / Thought Leadership _____
- Engage Readers _____
- Lead Generation _____

Action Items: What do I need to do to start and maintain a blog?

1. Commit to writing a blog.
2. Choose a platform. Will it be integrated in your website?
3. Determine basic categories.
4. Select author(s).
5. Create a cache of 10 topics.
6. Decide on frequency of posting.
7. Write your first post.
8. Share on social media!

Metrics to Track

- How many posts?
- How often?
- How many shares?
- How many comments?
- Audience growth.
- Subscriber growth.
- Conversions.

General Content Ideas

- Timely industry update relevant to clients _____
- Answers to frequently asked questions _____
- Basic how-tos for clients _____

Categories

1. _____
2. _____
3. _____
4. _____

10 Topics

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

SOCIAL NETWORKS: Information Publication

SOCIAL MEDIA MANAGEMENT SYSTEMS - HootSuite

TWITTER

1. Sign-up / Choose a handle (@ _____)
2. Find friends and discover interests
3. Retweet interesting information
4. Prepare and post a 140 character microblog (consider linking – try goo.gl to shorten link)
5. Create and organize lists
6. PLAN: _____

LINKEDIN – Online Professional Portfolio and Resume

1. Sign-up
2. Add professional picture
3. Complete profile
4. Connect with colleagues and join groups
5. Post updates
6. PLAN: _____

GOOGLE+

1. Create a company page from a google business account and select category / subcategories.
2. Customize page and add basic information
3. Connect with colleagues and clients
4. Create circles to deliver customized content
5. Post updates and articles
6. PLAN: _____

FACEBOOK

1. Create a business page
2. Upload header and logo
3. Complete company information
4. Invite personal Facebook friends to “like” page
5. Post updates and articles
6. PLAN: _____

OTHER

Presentation Based

- Google Hangouts on Air
- SlideShare

Video Based

- YouTube
- Vimeo

Image Based

- Pinterest
- Instagram

PLAN: _____