

Social Media Strategy Template

To ensure your company stays organized, accountable, and results-driven, use this example social media strategy document to direct all your campaigns with social media.

1. Set Strategic Goals

Add the goals your organization is already focused on, then add the goals that are specific to social media that align with those business objectives. Lastly, pair metrics with these goals to understand if your organization has achieved them or not.

Business Goals	Social Media Goals	Corresponding Metrics
Thought Leadership	Content Engagement	Mentions by Influencers
Audience Development	Follower Growth	Total Followers

2. Define Your Audience

Before creating detailed customer personas to define who your customers are, answer the following questions about the people you're trying to reach:

Think about the customers your company serves. How would you organize them into different segments to better understand their unique needs and challenges?

With these customers in mind, choose a name to describe each segment that's easy to remember and quickly identifies them. For example, 'Celeste the Student' could be used to describe your customers who are attending university.

3. Crafting Engaging Messaging

Choose three to five categories of topics to direct what themes you'll consistently address on social media. Each topic you're focused on must be engaging, relevant, and complementary.

Topic Category	Brief Description
1.	
2.	
3.	
4.	
5.	

4. Invest in a Smart Mix of Channels

Being active on a mix of marketing channels is important for reaching your customers at different touchpoints and for investing in a range of opportunities to earn attention.

Identify which social networks your organization will invest in by defining the primary and secondary purpose for being active there, list what content types you'll share per network, and estimate how often you'll publish on each network.

Social Network	
Primary Purpose	
Secondary Purpose	
Content Types	
Publishing Frequency	

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5. Building and Maintaining a Community

A community on social media is a group or account run by your organization where people can connect over a common interest to share perspectives, discuss a topic, and support each other.

The goal of fostering a community on social media is to encourage conversation, build trust, and improve loyalty amongst your existing audience.

Define three ways your organization will encourage customers to participate on social media, whether that's starting a LinkedIn group, highlighting feedback from community members, or another method.

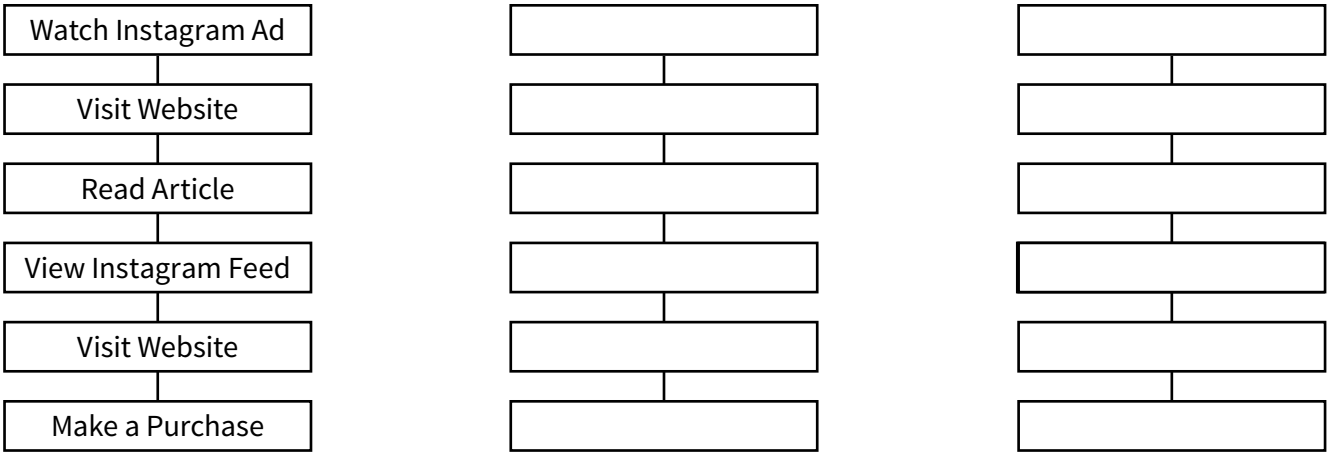
- [Suggestion #1]
- [Suggestion #2]
- [Suggestion #3]

6. Encouraging Direct and Assisted Sales

Your organization is more likely to achieve its sales goals by understanding the two types of sales that happen on social media: **direct sales** and **assisted sales**.

To start planning how you'll drive sales from your social media marketing activities, map out a few conversion paths your customers are most likely to take prior to a conversion. The goal here is to visualize where social media fits into the process of encouraging customers to take action.

For example:



7. Creating a Social Media Marketing Toolkit

Whether scheduling social media posts, measuring your progress or analyzing competitors, it's helpful to build-out a social media toolkit to save time and automate the repetitive processes.

Here's a range of tools to consider for each type of social media marketing activity.

Marketing Function	Social Media Tool Options
Social Media Management	MeetEdgar, Buffer, Sprout Social, Hootsuite
Social Media Analytics	quintly, Keyhole, Rival IQ
Social Media Competitive Intelligence	Tweetdeck, Socialbakers, Brandwatch
Social Media Monitoring	Mention, Talkwalker, Brand24
Social Media Research	BuzzSumo, Meltwater, Audiense
Social Media Visual Production	Canva, Placeit, Animoto, Wave.video
Social Media Image Sourcing	Unsplash, Death to Stock, Shutterstock

8. Staying Updated on Social Media Marketing:

To continue to excel with social media marketing, it's important to stay updated by learning about new approaches, emerging channels, and advancements in marketing.

Find podcasts, email newsletters, and publications that cover social media marketing that you can reference on a regular basis to stay ahead of the curve.

Digiday - [digiday.com](https://www.digiday.com)

Marketing Dive - [marketingdive.com](https://www.marketingdive.com)

Social Media Today - [socialmediatoday.com](https://www.socialmediatoday.com)

Social Media Examiner - [socialmediaexaminer.com](https://www.socialmediaexaminer.com)

[Add your own go-to social media news sources.]

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