

Action Plan Worksheet

It is essential that your use of social media drives true business value. Complete this worksheet to map out a results-oriented action plan for your activity on social media.

1. Identify three goals to drive your approach to social media.

Goal #1 _____

Goal #2 _____

Goal #3 _____

2. Select three to five topic pillars to focus your messaging.

Topic pillar #1 _____

Topic pillar #2 _____

Topic pillar #3 _____

Topic pillar #4 _____

Topic pillar #5 _____

3. Choose the social networks you'll be active on and the tools you'll need.

Channel choice #1 _____

Channel choice #2 _____

Channel choice #3 _____

Tools Needed: _____

4. Determine what level of personnel support (if any) and budget you'll require.

5. Create a schedule that you can commit to and reasonably execute consistently.

Posting daily? Yes or No _____ If yes, how often? _____

Posting weekly? Yes or No _____ If yes, how often? _____

Posting monthly? Yes or No _____ If yes, how often? _____

6. Establish which goals will be measured by each tool on a monthly basis.

Goal: _____ Measured by: _____

Goal: _____ Measured by: _____

Goal: _____ Measured by: _____

Goal: _____ Measured by: _____

Goal: _____ Measured by: _____