**Social Media marketing plan**

**Your social media goals**

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| **What is the specific goal that you want to achieve?** |
| **Why do you want to achieve this goal?** |
| **Where are you currently starting from as it relates to this goal?** |
| **How will you achieve this goal? List each individual action step and deadline.** |
| **Who will be involved in helping you achieve this goal? Identify their specific role.** |
| **When will you achieve this goal? Identify a specific date** |

**Your Social media audience**

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| **Profile Identikit – Describe the segment as you would to a stranger** |
| **What do they want from you?** |
| **What do they need from you?** |
| **What do they expect from you?** |
| **What do they Value from you?** |

**Your Social media calendar**

**Your social media calendar week commencing \_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_/\_\_\_\_\_\_\_\_\_\_\_**

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| **What will you say?** | **Who will you say it to?** | **When will you say it?** | **What medium?** | **Results** |
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**Social media plan tracker**

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| **Stage of plan** | **Owner** | **Date due/Progress** |
| Goals |  |  |
| Target market |  |  |
| Content  |  |  |
| Testing |  |  |
| Financials |  |  |
| Measurement  |  |  |