YOUR BUSINESS LOGO

**Your Business Name**

Social Media Strategy

DD/MM/YYYY

**Introduction**

[Insert an introductory paragraph for your business explaining the purpose of this social media strategy]

**Company Values**

[Insert Company’s Mission statement]

[Insert Company’s Core Values]

**Objectives**

[Insert business name]’s objectives for using Social Media Marketing are:

[Delete those which are not relevant]

* To increase brand awareness of [insert business name]
* To build our email mailing list
* To provide additional customer service
* To provide additional after sales support
* To increase traffic to our website [www.yourdomainname.com](http://www.yourdomainname.com)
* To encourage loyalty from our customers
* To increase our sales & revenue
* To keep us in control of public comments
* Include your own objectives

**Avatar**

[Insert your custom Avatar]

**Goals**

Our 3 Main Goals are

1. [Insert goal one]

This goal will be measured by [Insert how you will measure success for this goal]

2. [Insert goal two]

This goal will be measured by [Insert how you will measure success for this goal]

3. [Insert goal three]

This goal will be measured by [Insert how you will measure success for this goal]

**Roles**

[Insert staff member or outsourcing company name] will be responsible for

[Delete roles not applicable]

* Content Creation
* Sourcing media articles
* Monitoring and Responding to comments
* Replying to inbox messages
* Creating artwork
* Scheduling posts
* Responsible for platform [x]

[Insert staff member or outsourcing company name] will be responsible for

[Delete roles not applicable]

* Content Creation
* Sourcing media articles
* Monitoring and Responding to comments
* Replying to inbox messages
* Creating artwork
* Scheduling posts
* Responsible for platform [x]

If you have a question relating to Social Media - if something is relevant, appropriate or how to react to something please contact [Insert Name and contact details]

**Facebook  
[x] hours per day/week**

[Insert paragraph on your objective for using Facebook. Include reasons for using this platform and what you hope to achieve from it]

Facebook Business Page Posts

* Share relevant articles
* Post engaging content - questions, Fill in the blank etc
* Post helpful content - Tips etc
* Post promotional posts
* Share upcoming events and industry news
* [x] posts per day

Facebook Engagement with other pages

* Like other pages relevant to goals as business page
* Comment on other pages posts relevant to goals

Facebook Advertising

Advertising budget per day [Insert amount]

* Ad to increase likes [% of total Facebook ad budget]
* Ad to drive traffic to website [% of total Facebook ad budget]
* Ad for opt in list [% of total Facebook ad budget]
* Campaign based ads [% of total Facebook ad budget]

Metrics to measure

* Likes: Facebook business page likes
* Engagement: likes, comments, shares, clicks on posts
* Reach: Number of people seeing posts
* Advertising: Return on nvestment
* Number of clicks through to website

[Create a posting schedule for Facebook to include with this strategy]

**Twitter  
[x] hours per day/week**

[Insert paragraph on your objective for using Twitter. Include reasons for using this platform and what you hope to achieve from it]

Twitter Profile

* Tweet relevant articles
* Tweet engaging content - questions, Fill in the blank etc
* Promotional Tweets
* Tweet upcoming events and industry news
* Re-Tweet interesting relevant Tweets
* Reply to Tweets
* [x] Tweets per day

Twitter Engagement with other users

* Follow other Twitter users to engage with them
* Reply to relevant tweets
* Thank new followers

Try to keep the ratio of Followers:Following at 1:1 or (ideally) 5:1

Metrics to measure

* Number of Followers
* Number of @YourUsername Tweets
* Number of Favorited Tweets
* Number of your tweets retweeted
* Number of clicks through to links

[Create a posting schedule for Twitter to include with this strategy]

**LinkedIn  
[x] hours per day/week**

[Insert paragraph on your objective for using LinkedIn. Include reasons for using this platform and what you hope to achieve from it]

LinkedIn Personal Profile

* Share relevant articles
* Share upcoming events and industry news
* Keep profile up to date
* Update Portfolio with new work
* [x] posts per day

LinkedIn Company Profile

* Share relevant articles
* Post promotional posts
* Share upcoming events and industry news
* Keep profile up to date
* Update Portfolio with new work
* [x] posts per day

LinkedIn Engagement with other people

* Connect with others relevant to goals
* Join relevant groups
* Interact with group discussions

LinkedIn Advertising

Advertising budget per day [Insert amount]

* Ad to drive traffic to website [% of total LinkedIn ad budget]
* Campaign based ads [% of total LinkedIn ad budget]

Metrics to measure

* Number of connections
* Number of business page followers
* Number of likes and comments on posts

[Create a posting schedule for LinkedIn to include with this strategy]

**Pinterest  
[x] hours per day/week**

[Insert paragraph on your objective for using Pinterest. Include reasons for using this platform and what you hope to achieve from it]

Pinterest Business Profile

* Create new boards
* Pin relevant images
* Promotional pins
* Research keywords for images
* [x] pins per day

Keywords to use:

[List keywords relevant to your business]

Pinterest Engagement with other profiles

* Re-pin images relevant to your audience
* Comment on pins and interact with other users

Metrics to measure

* Number of followers
* Number of likes
* Number of re-pins
* Number of clicks through to website

[Create a posting schedule for Pinterest to include with this strategy]

**Google +  
[x] hours per day/week**

[Insert paragraph on your objective for using Google Plus. Include reasons for using this platform and what you hope to achieve from it]

Google + Personal Profile

* Share relevant articles
* Post engaging content - questions, Fill in the blank etc
* Post helpful content - Tips etc
* Post promotional posts
* Share upcoming events and industry news
* [x] posts per day

Google Business Profile

* Share relevant articles
* Post engaging content - questions, Fill in the blank etc
* Post helpful content - Tips etc
* Post promotional posts
* Share upcoming events and industry news
* [x] posts per day

Google + Engagement with other pages

* Add other users to your circles
* Comment on other posts to increase reach & create relationships
* Join communities & interact in discussions
* +1 & share other users content when relevant

Metrics to measure

* +1’s
* Number of people adding you to circles
* Interaction on posts

[Create a posting schedule for Google + to include with this strategy]

**YouTube  
[x] hours per day/week**

[Insert paragraph on your objective for using YouTube. Include reasons for using this platform and what you hope to achieve from it]

YouTube Channel

* Post relevant videos
* Research keywords for description and titles
* Share videos to other platforms
* [x] videos per week

Keywords to use:

[List keywords relevant to your business]

Metrics to measure

* Number of channel subscribers
* Number of views
* Traffic to website

[Create a posting schedule for YouTube to include with this strategy]

**Current Metrics**

**[Today’s Date]**

**Facebook**

Number of Page likes X

Average reach of posts X

Average number of likes per post X

Average number of shares per post X

Average number of comments per post X

Monthly number of links to website X

**Twitter**

Number of Followers X

Number Following X

Monthly number of Re-Tweets X

Monthly number of Favorites X

Monthly number of Replies X

Monthly number of links to website X

**LinkedIn**

Number of connections X

Number of Profile views per week X

Number of business page followers X

Number of Group members X

Average number of Likes per post X

Average number of comments per post X

Monthly number of links to website X

**Pinterest**

Number of Page Followers X

Number of Board Followers X

Average number of likes per pin X

Monthly number of re-pins X

Average number of comments per pin X

Monthly number of links to website X

**Google +**

Number of People have you in their circles X

Number of personal profile +1’s X

Number of business profile +1’s X

Average number of +1’s per post X

Average number of shares per post X

Average number of comments per post X

Monthly number of links to website X

**YouTube**

Number of Channel Subscribers X

Number of Video Views X

Number of Video Thumbs Up’s X

Number of Video Thumbs Down’s X

Average number of comments per video X

Monthly number of links to website X

**Procedures**

All comments, messages and enquires to be replied to within [x] hours

In the event of a negative comment

[Insert your policy for dealing with negative comments. Note it is best not to fuel the fire so do not retaliate with anything negative. Also do not delete the comment (unless offensive) as it is good for others to see you resolve the problem. If possible direct the person to email or message you more details so you can resolve the issue in private]

[Here you can also list any dos and don’ts for your staff in regards to social media]

**Other**

[This is a document for you and your staff to refer to so it is a good idea to include frequently asked questions at the back.

Also cover items like competitions. If you plan to run these regularly include them in the strategy.]