

Build Your Social Media Strategy



ABOUT THIS DOCUMENT:

This worksheet was designed to collect details specific to your social media strategy. Providing a response to each question in the information section will help you succinctly establish your mission, and subsequently provide guidance on which social media channels to utilize.

INFORMATION

Name of the Initiative	
Date Created	
Background Any relevant background information	
Is this initiative working up to a specific date/event?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is there a physical or geographical location associated with this initiative?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Workgroup Members List specific names, and/or specific roles. Add as many as needed.	1. 2. 3.
Goals Choose at least one goal that most closely fits the ultimate outcome you want to have from your social media initiative.	
Objectives Name at least one objective. Objective should be SMART (Specific, Measurable, Attainable, Realistic and Time bound)	1. 2. 3.
Know, Feel, Do Your actions will leave an impression in the social network. When someone interacts with you or your initiative, what would you want that person to know, feel and do?	Know: Feel: Do:
Age	<input type="checkbox"/> 9-12 <input type="checkbox"/> 18-30 <input type="checkbox"/> 45-64 <input type="checkbox"/> 13-17 <input type="checkbox"/> 31-44 <input type="checkbox"/> 65 or older
Gender	<input type="checkbox"/> Male <input type="checkbox"/> Female <input type="checkbox"/> Both male and female
Race/Ethnicity	<input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Black or African American <input type="checkbox"/> Asian <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> White

