

SOCIAL MEDIA STRATEGY PLANNING

Business Objectives		Define Target Audience		
[List commercial objectives that social media should support]		Demographics Age, city or region of residence, gender, race, ethnicity, etc:	Socioeconomic Income, educational attainment, occupation, etc:	Behavioural Interests, product preferences, purchasing habits, etc:
Social Media KPIs		Competitor Analysis		
Hard KPIs Leads, Sales, Enquiries, Performance Vs Competitor, etc:	Soft KPIs Page Growth, Followers, Engagement, Likes, Shares, etc:	Review social media channels, messaging, engagement, strengths and weaknesses, trends and gaps in market:		
		Competitor A	Competitor B	Competitor C

BRAND POSITIONING

Brand Characteristics		Brand Positioning		
Vision, Mission, Values, Services, Products		Competitive advantages / USPs	The 'offer'	Value Proposition
Brand Essence		Brand Truths		
Ensure your social media activity aligns with your brand and market positioning by defining personality traits.		Social media should be cohesive to overall communications therefore, identify the brand's story that always needs to be used as a foundation.		
Personality 1	Personality 2			

SOCIAL MEDIA THEMES

Set at least two social media themes that will help you establish content topics when planning social media campaigns. These should align with the business objectives, be appealing to the target audience, support KPIs and be true to the brand.

Theme 1	Theme 2
Identify what the theme is (for example, technical know-how, product in action, or business personalities, etc):	Identify what the theme is (for example, technical know-how, product in action, or business personalities, etc):
Theme related topics – storylines that contribute to the theme:	Theme related topics – storylines that contribute to the theme:

SOCIAL MEDIA CHANNELS AND REQUIREMENTS

Channel	Text Character limits, specs	Image Ratios, ad specs	Video Length, ratios, ads	Live Length, ratios, ads

SOCIAL MEDIA CALENDAR - MONTHLY OVERVIEW

Provide an outline of the different posts that contribute to each theme over the course of the month.

Theme	Week 1	Week 2	Week 3	Week 4
Theme 1: Topic 1:				
Theme 1: Topic 2:				
Theme 2: Topic 1:				
Theme 2: Topic 2:				
Calendar Events				

SOCIAL MEDIA POST DETAIL

Provide an outline of the different posts that contribute to each theme over the course of the month.

Theme	Dependencies	Post	Image/Media