

## SOCIAL MEDIA STRATEGY PLANNING

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

## BRAND POSITIONING

| Brand Characteristics   |               | Brand Positioning   |             |                   |
|---|---------------|---|-------------|-------------------|
| Vision, Mission, Values, Services, Products   |               | Competitive advantages/<br>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:<br>Topic 1: |        |        |        |        |
| Theme 1:<br>Topic 2: |        |        |        |        |
| Theme 2:<br>Topic 1: |        |        |        |        |
| Theme 2:<br>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 |
|-------|--------------|------|-------------|
|       |              |      |             |
|       |              |      |             |
|       |              |      |             |
|       |              |      |             |
|       |              |      |             |