GUIDELINES:

Find your authentic message

Who are we? (brand personality)

What do we sell? (key features, competitive advantages)

Why do we sell it? (story)

What do we tell when we sell? (key message)

How would we know if it's working?
**OBJECTIVES.**

Define your target audience

<table>
<thead>
<tr>
<th>Who are we talking to? (audience insights)</th>
<th>What are they talking about? (needs, purchase intents, influencers)</th>
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<tr>
<th>Where can we find them? (popular channels)</th>
<th>How should we speak? (style)</th>
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How would we know if it's working?

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## PLAN.

### Set business goals

What do we wish to achieve thanks to social media? *(break into specific channels)*

<table>
<thead>
<tr>
<th>FACEBOOK</th>
<th>TWITTER</th>
<th>INSTAGRAM</th>
<th>PINTEREST</th>
<th>LINKEDIN</th>
<th>TIKTOK / SNAPCHAT / OTHER</th>
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<tbody>
<tr>
<td>our business goal</td>
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What sorts of content do we plan to post, for whom, and where? *(aligned with seasonal needs, events, holidays, etc.)*

<table>
<thead>
<tr>
<th>SEASON/DATE</th>
<th>DRAFT TITLE/IDEA</th>
<th>TYPE <em>(GRAPHIC, POST, ARTICLE, PHOTO, VIDEO, LIVE)</em></th>
<th>TARGET</th>
<th>CHANNEL</th>
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How would we know if it's working?

<table>
<thead>
<tr>
<th>GOAL</th>
<th>KEY RESULT</th>
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**SCHEDULE..**

**Use and measure your assets**

When exactly will we post our ideas?

<table>
<thead>
<tr>
<th>DATE</th>
<th>TITLE</th>
<th>AUTHOR</th>
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How are they performing?

<table>
<thead>
<tr>
<th>DATE</th>
<th>DRAFT TITLE/IDEA</th>
<th>CLICKS</th>
<th>REPOSTS</th>
<th>COMMENTS</th>
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How would we know if it’s working?