

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

Who are we talking to? (audience insights)

What are they talking about? (needs, purchase intents, influencers)

Where can we find them? (popular channels)

How should we speak? (style)

How would we know if it's working?

PLAN.

Set business goals

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

FACEBOOK	TWITTER	INSTAGRAM	PINTEREST	LINKEDIN	TIKTOK / SNAPCHAT / OTHER
our business goal	our business goal	our business goal	our business goal	our business goal	our business goal

What sorts of content do we plan to post, for whom, and where? (aligned with seasonal needs, events, holidays, etc.)

SEASON/DATE	DRAFT TITLE/IDEA	TYPE (GRAPHIC, POST, ARTICLE, PHOTO, VIDEO, LIVE)	TARGET	CHANNEL

How would we know if it's working?

GOAL	KEY RESULT

SCHEDULE..

Use and measure your assets

When exactly will we post our ideas?

DATE	TITLE	AUTHOR

How are they performing?

DATE	DRAFT TITLE/IDEA	CLICKS	REPOSTS	COMMENTS

How would we know if it's working?
