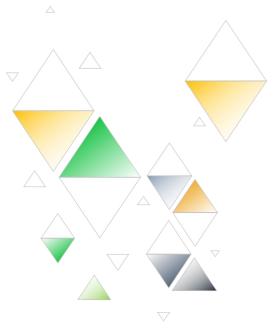
SOCIAL MEDIA STRATEGY TEMPLATE

SOCIAL MEDIA STRATEGY



	TITLE	DATE		
EMAIL		PHONE		
APPROVED BY	TITLE	DATE		

1. PURPOSE & FUNCTION

Purpose

In this section, describe the purpose of the social media campaign and why you are initiating this effort:

2. YOUR AUDIENCE

In this section, provide a detailed description of your target audience. Consider including demographics, interests, and any other relevant variables (age, geographic location, interests, profession, etc.):

3. COMPETITION

Choose four competitor brands. Analyze each across various platforms. What decisions are they making? What is and isn't working for them? Can you take any inspiration from their content?

COMPETITOR	PLATFORMS USED	POSTS PER DAY/WEEK	TARGET AUDIENCE	FORMATS POSTED	NOTES

4. SOCIAL MEDIA PLATFORMS

In this section, determine the key performance indicators (KPIs) that will help you measure the success of your social media strategy and campaign. Consider using some of these top KPIs:

- Impressions total number of times the social media content is displayed
- Reach total number of unique users that have viewed the social media content
- Shares total number of shares per social media post
- Share of voice total number of brand mentions on social media compared to competitor brands
- Conversion rate total number of new followers, subscribers, newsletter sign-ups, or comments per social media post

PLATFORMS	CONTENT DISPLAYS	UNIQUE USER VIEWS	COMMENTS PER POST	SHARES	BRAND MENTIONS	NEW FOLLOWERS/SUBSCRIBERS	OTHER	NOTES
Facebook								
YouTube								
Twitter								
Instagram								
TikTok								
LinkedIn								
Other								

4. ANALYSIS

After each campaign, review your KPIs. Update your strategies as necessary.

How often will you conduct a social media analysis (weekly, monthly, etc.)?

What platforms are performing well? What platforms are struggling?

What content is working?

What content is not working?

What feedback are you receiving?

What KPIs are you meeting?

Where is there room for improvement?

5. PLAN APPROVAL

The undersigned acknowledges that they have reviewed this Social Media Strategy Plan and agree with the information presented within this document. Changes to this Social Media Strategy Plan will be coordinated with, and approved by, the undersigned, or their designated representatives.

PRINTED NAME	DATE	
ROLE		

DISCLAIMER

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.