

Social Media Strategy Template

To ensure your company stays organized, collaborative, and results driven, use this example social media strategy document to direct all your campaigns with social media.

1. Set Meaningful Social Media Goals:

Start by focusing on an existing company goal, identify what type of social media goal can help achieve this business priority, define the social media goal, and pair it with a relevant metric.

Company Goal	Goal Type	Social Media Goal	Relevant Metric
Grow Market Share	Conversion	Increase Product Sales	Social Media Assisted Sales
Establish Thought Leadership	Engagement	Improve Organic Engagement	Brand Mentions
Audience Development	Engagement	Increase Follower Growth	Total Followers
Strengthen Brand Affinity	Awareness	Increase Website Engagement	Average Session Duration
	Undefined		
	Undefined		

2. Develop Marketing Personas:

Before creating detailed marketing personas to define who your customers are, answer the following questions about the people you're trying to reach:

- Think about the customers your company serves. How would you organize them into different groups (four maximum, in most cases) based on their demographics and behaviors?

- With these customers in mind, choose a name to describe each group that is easy to remember and quickly identifies them. For example, ‘Celeste the Student’ or “Jamal the Engineer” could be used to describe customers based on their profession or stage of life.

Refer to the “Marketing Personas Worksheet” as part of the exercise files package for this course to build out more details on your customers.

3. Creating Organic and Paid Content:

Choose three-to-five content themes to direct what topics you’ll consistently address on social media. Each content theme you’re focused on must be engaging, relevant, and complementary.

Current Themes	Brief Description
1.	
2.	
3.	
4.	
5.	

4. Choose the Right Social Networks:

Being active on a mix of social channels is important for reaching your customers at different touchpoints and for investing in a range of opportunities to earn attention.

Identify which social networks your organization will invest in by defining the primary and secondary purpose for being active there, list which content themes you’ll cover per network, and estimate how often you’ll publish on each destination.

Social Network	
Primary Purpose	
Secondary Purpose	
Content Theme	
Publishing Frequency	

Social Network	
Primary Purpose	
Secondary Purpose	
Content Theme	
Publishing Frequency	

Social Network	
Primary Purpose	
Secondary Purpose	
Content Theme	
Publishing Frequency	

5. Organize Your Social Programs:

Outline the programs, campaigns, and tactics you'll use to organize your social media commitments. As you build out this section, estimate the required budget, resources, and staffing needed to execute these social media marketing activities successfully.

Activity	Content Theme	Description and Tactics	Timeline	Resources
Program	Theme #1			
Campaign	Theme #2			
Program	Theme #1			
Campaign	Theme #3			
Campaign	Theme #4			
Program	Theme #2			

6. Publishing Schedule:

Create an editorial calendar to get clear on how often you're sharing content across each social channel, and organize the timelines related to all your upcoming programs and campaigns.

Refer to the "Editorial Calendar Examples" as part of the exercise files package for this course.

7. Creating a Social Media Marketing Toolkit:

Whether scheduling social media posts, measuring your progress, or analyzing competitors, it's helpful to build out a social media toolkit to save time and automate the repetitive processes.

Here's a range of tools to consider for each type of social media marketing activity.

Marketing Function	Social Media Tool Options
Social Media Management	MeetEdgar, Buffer, Sprout Social, HootSuite
Social Media Analytics	Quintly, Keyhole, Rival IQ, Cyfe
Social Media Competitive Intelligence	TweetDeck, Sprinklr, Brandwatch
Social Media Monitoring	Mention, Talkwalker, Brand24, Mentionlytics
Social Media Research	BuzzSumo, Audiense, Synthesio, SparkToro
Social Media Visual Production	Canva, Adobe Express, Animoto, Wave.Video
Social Media Image + Video Sourcing	Unsplash, Death to Stock, Pexels

8. Stay Updated on Social Media Marketing:

To continue to excel with social media marketing, it's important to stay updated by learning about new approaches, emerging channels, and advancements in marketing.

Find podcasts, email newsletters, and publications that cover social media marketing that you can reference on a regular basis to stay ahead of the curve.

- Adweek - [adweek.com](https://www.adweek.com)
- Marketing Dive - [marketingdive.com](https://www.marketingdive.com)
- Social Media Today - [socialmediatoday.com](https://www.socialmediatoday.com)
- Social Media Examiner - [socialmediaexaminer.com](https://www.socialmediaexaminer.com)
- [Add your own go-to social media news sources.]
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