

# Project: Social Media Management for a Brand

## Social Media Strategy

Instructions: Use this template to add responses to the task **Build Aurea Living's Social Media Strategy**.

### 1. Social media goals

Goal	Justification for selecting the goal
Goal #1	
Goal # 2	
Goal # 3	

### 2. Audience segments

Audience segment	Justification for selecting the audience segment
Audience segment #1	
Audience segment # 2	
Audience segment # 3	

### 3. Social media platforms

Goal	Justification for selecting the platform
Platform #1	
Platform # 2	
Platform # 3	

### 4. Content themes and post types

Content theme	Justification for selecting the content theme
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Content theme #1	
Content theme # 2	
Content theme # 1	

Post type	Justification for selecting the post type
Post type #1	
Post type # 2	

## 5. Success metrics

Success metric	How the metric reflects success in early-stage social media growth
Metric #1	
Metric # 2	
Metric # 3	
Metric # 4	