

# Lab: Creating a Basic Social Media Plan

## Social Media Plan

Instructions: Use this template to document your responses for the basic social media plan for a health food brand.

### FitSnax: Social Media Plan

Component	Plan for FitSnax
Business Goal	
Social Media Objective	
Target Audience	
Platform Selection	
Content Themes	
Posting Frequency	
Key Success Metrics	

Rationale for choosing the planned components