# 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 |  |

1. **Audience segments**

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| --- | --- |
| **Audience segment** | **Justification for selecting the audience segment** |
| Audience segment #1 |  |
| Audience segment # 2 |  |
| Audience segment # 3 |  |

1. **Social media platforms**

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| --- | --- |
| **Goal** | **Justification for selecting the platform** |
| Platform #1 |  |
| Platform # 2 |  |
| Platform # 3 |  |

1. **Content themes and post types**

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| --- | --- |
| **Content theme** | **Justification for selecting the content theme** |
| Content theme #1 |  |
| Content theme # 2 |  |
| Content theme # 1 |  |

|  |  |
| --- | --- |
| **Post type** | **Justification for selecting the post type** |
| Post type #1 |  |
| Post type # 2 |  |

1. **Success metrics**

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