# 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

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| 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**