SOCIAL MEDIA STRATEGY

for [SIGNER.Company] by [SENDER.Company]

PLANNING WORKSHEET

Social media goals

Why do you need a social media strategy?
- Don't know - somebody told me I needed one
- I need to increase public visibility for my business
- I need to attract more business
- I want to create a reputation as an expert in my field
- I want to market a particular product or service
- Other

What is your business?

[BUSINESS NAME]

[TYPE OF BUSINESS]

[GEOGRAPHICAL AREA]

Short list of products or services that you would like to feature via social media (if applicable).

[FEATURED 1]

[FEATURED 2]

[FEATURED 3]

What are the primary ways that clients/customers currently find your business now?

[METHODS OF FINDING]

Current Virtual Presence

Primary website -- [PRIMARY WEBSITE]

Secondary websites -- [SECONDARY WEBSITES]

Other URLs directed to these websites --[ADDL URLS]

Blog(s) --

[BLOG 1]

[BLOG 2]

[BLOG 3]

How many hits/day or hits/week do you get on your websites and blogs?

[WEBSITE HITS PER WEEK]/per week [WEBSITE HITS PER MO]/per month

[BLOG HITS PER WEEK]/per week [BLOG HITS PER MO]/per month

Are you routinely getting new clients as a direct result of your virtual internet presence?[NEW CLIENT CONNECTION]

Social media profiles --

Google+Profile name [GOOGLE NAME]

Number of connections [GOOGLE CONNECTIONS]

LinkedInProfile name [LINKEDIN NAME]

Company profile [LINKEDIN CO]

Number of connections [LINKEDIN CONNECTIONS]

FacebookProfile name [FB NAME]

Company page: [FB CO PAGE]

Other pages: [FB OTHER 1]

[FB OTHER 2]

Friends [FB FRIENDS]

Likes [FB LIKES]

TwitterProfile name [TWITTER NAME]

Followers [TWITTER FOLLOWERS]

YouTubeProfile name [YOUTUBE NAME]

Followers [YOUTUBE FOLLOWERS]

Other social media --

[PLATFORM 1]
[PLATFORM 1 NAME]
[PLATFORM 1 CONNECTIONS]

[PLATFORM 2]
[PLATFORM 2 NAME]
[PLATFORM 2 CONNECTIONS]

[PLATFORM 3]
[PLATFORM 3 NAME]
[PLATFORM 3 CONNECTIONS]

Virtual reputation search

Google search terms --

[COMPANY NAME]

[PRINCIPAL 1 NAME]

[PRINCIPAL 2 NAME]

[PRINCIPAL 3 NAME]

[TYPE OF BUSINESS]+[GEOGRAPHICAL AREA]
- Does your primary website show up on the first page for any or all of these searches?
- Are most of the search results a reference to your own website or other intentionally posted business information?
- Does any negative information about your business appear in the first 3-5 pages of the search results? If so, what? [NEGATIVE INFORMATION]

Interest in social media activities

	Want to have for my business	Want to do myself	Want to hire someone to do
Business blog with regular blog articles			
Guest blog on other well-read blogs			
Comment on other's blogs			
Review books in industry/market			
Post regular tweets			
Post regular updates on Facebook			
Post regular updates on LinkedIn			
Post regularly on Google+			
Post videos on YouTube			
Upgrade profile on existing social media platforms			
Add profiles on new social media platforms			
Create links to allow posting on one social media platform to automatically post in other places			
Add related profiles, such as for business personnel			
Other:			