Social Media Plan Template

Overview

- *Sets the stage by describing what you want to achieve and any immediate barriers*

- *For example, if you were launching a blog, this would be a one paragraph description of the type of blog you want to create, who the audience is, what type of posts you'd do and how often, etc.*

Goal(s)

- *What you are trying to achieve*

Strategic Considerations

- *Several points (based on monitoring, listening, and research) that identify challenges, issues, and opportunities that affect your strategic approach*

- *Often includes a summary of the competitive landscape*

- *Or it can be presented as a SWOT analysis (strengths, weaknesses, opportunities, and threats). See chart below.*

Strengths (Identify current strengths)	Weaknesses (Identify current weaknesses)
• •	• •
Opportunities (Identify potential opportunities)	Threats (Identify where your organization is vulnerable)
• •	• •

Objectives

- *What specifically you are trying to achieve*

- *Should be quantifiable and tied into evaluation. Use SMART objectives (strategic, measurable, achievable, realistic, and time-based)*

- *For example: Increase blog readership 20 percent by December 31*

Strategy

- *How you are going to reach your overall goals and objectives*

- *Make this actionable, but don't confuse with tactics.*

Tactics

- *All the things you do to bring your project to life*

- *Includes blog posts, social media updates, Facebook contests, YouTube videos, promoted posts and ads, website and other digital elements, tweet chats, podcasts, blogger and influencer relations, hashtag campaigns, etc.*

- *Note: Tactics should be integrated with traditional marketing, advertising, events, PR, sponsorships, and direct campaigns.*

Budget

- *Most real-life projects include a budget.*

- *This should include out of pocket expenses (e.g., web/blog design, original photography, video production, promoted posts/ads, etc.), as well as agency or freelancer costs and staff time.*

Timeline/Responsibilities

- *Timeline should show how the various elements work together to achieve your objectives.*

- *It should also include a column for who is responsible for completing each task.*

- *Clearly state timing and duration of all critical decision points that could prevent the project from moving forward.*

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Results (to be evaluated once the program is complete)

- *Based on your measurable objectives*

- *Summarizes where you are, what you achieved, and where you fell short*

- *This is the place to include relevant charts and graphs, but only if they are essential.*

Learnings/Recommendations (once the program is complete)

- *Based on your results*

- *Note whether or not you achieved your objectives and goal, which parts of your strategy and tactics worked, which areas need improvement, and what would you change and why*

- *What actionable recommendations would you have for the future?*