



SOCIAL MEDIA STRATEGY WORKSHEET

Use this worksheet to create a social media strategy that can guide your social media activity. Answer key questions about your social media goals, target audiences, the resources you have available, the channels you're using, the content you're posting, and your measures for success.

STEP 1: Define your Goals

What do you want to achieve with social media?

Do you want to increase awareness of your project? Do you need to establish your project within a particular sector? Perhaps you need to connect with people that live locally to your hub. If your green hub has its own strategy, or a plan, try to align your social media strategy with that.

STEP 2: Identify your Target Audience

Who do you want to reach and engage with your social media content?

*Who do you want to reach and engage with your social media content?
Demographics: Age, location, cultural background, family status, occupation
Psychographics: Their interests, activities, opinions, values, and beliefs?*

STEP 3: Understand your Resources

What resources do you have to run your social media accounts?

*Do you have a budget for social media? If so, how much?
And, what about a time budget? Who is going to do this work? Are they a volunteer? If so, is this a reasonable request on their time? Do they have any training needs? And what if they move on? Do you have a back up? (think about passwords)*

STEP 4: Choose your channels

What social media platforms are you going to use?

Think back to the first 3 questions, and what you know about different social media platforms, to help you answer this. Remember, you don't need to do it all. You can just do one thing, really well.

STEP 5: Consider your content

What type of content will you create and share on social media?

What kind of content will you post? How often will you post? What hashtags will you use? Again, think back to the previous questions, your content should help you achieve your goals, engage your target audience, you need someone to make this content, and it needs to be appropriate for your chosen channel.

STEP 6: Measure your success

How will you measure the success of your social media activity?

What kind of metrics are useful for you? Reach, engagement? Audience demographics? How often will you measure and review? How will you act on what you've learnt?

Don't forget to share your strategy with others and to check back on it and review it regularly.

This resource was created as part of the Marketing 101 series for the Northern Network.
www.northernnetwork.org



This resource was created as part of the Marketing 101 series for the Northern Network.
www.northernnetwork.org

