# Social media strategy

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| Department/unit name |  |
| Social media channels |  |
| Date created |  |

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| **Objectives and measuring success** Define three objectives you want to achieve through social media. Objectives should be SMART - specific, measurable, attainable, realistic and timely. For each of your objectives, decide how you will measure success and when you want to achieve it by. |
| **Objective 1.**  **S**  **M**  **A**  **R**  **T** |
| **Objective 2.**  **S**  **M**  **A**  **R**  **T** |
| **Objective 3.**  **S**  **M**  **A**  **R**  **T** |

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| **Audience insights** Using social media insights, write down the key demographics of your audience. Available demographics vary between social media channels. |
| **Facebook**  Gender:  Age:  Location:  Language:  Other characteristics: |
| **Twitter**  Gender:  Location:  Language:  Other characteristics: |
| **Instagram**  Gender:  Age:  Location:  Other characteristics: |

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| **Competitor analysis** Find three competitors, or pages similar to your own. How do they compare to your social media? What do you like and what would you do differently. |
| **Competitor 1:  Social media channel(s):**  What I like about their page(s):  What I don’t like about their page(s): |
| **Competitor 2:  Social media channel:**  What I like about their page(s):  What I don’t like about their page(s): |
| **Competitor 3:  Social media channel:**  What I like about their page(s):  What I don’t like about their page(s): |

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| **Social media channels**  What social media channels do you plan to use? Remember you do not need to be on every platform. Provide a reason why you have chosen the channels that you use. |
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