#  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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