SOCIAL MEDIA STRATEGY PLANNING WORKSHEET

BLOG: Content Creation

Purpose: Why are you writing a blog?

- □ Increase Area Expertise / Thought Leadership ___________________________
- □ Engage Readers ___________________________
- □ Lead Generation ___________________________

Action Items: What do I need to do to start and maintain a blog?

1. Commit to writing a blog.
2. Choose a platform. Will it be integrated in your website?
3. Determine basic categories.
4. Select author(s).
5. Create a cache of 10 topics.
6. Decide on frequency of posting.
7. Write your first post.
8. Share on social media!

Metrics to Track

- How many posts?
- How often?
- How many shares?
- How many comments?
- Audience growth.
- Subscriber growth.
- Conversions.

General Content Ideas

- □ Timely industry update relevant to clients ___________________________
- □ Answers to frequently asked questions ___________________________
- □ Basic how-tos for clients ___________________________

Categories

1. ___________________________ 2. ___________________________
3. ___________________________ 4. ___________________________

10 Topics

1. ___________________________ 2. ___________________________
3. ___________________________ 4. ___________________________
5. ___________________________ 6. ___________________________
7. ___________________________ 8. ___________________________
9. ___________________________ 10. ___________________________
SOCIAL NETWORKS: Information Publication

SOCIAL MEDIA MANAGEMENT SYSTEMS - HootSuite

TWITTER
1. Sign-up / Choose a handle (@ __________________________)
2. Find friends and discover interests
3. Retweet interesting information
4. Prepare and post a 140 character microblog (consider linking – try goo.gl to shorten link)
5. Create and organize lists
6. PLAN: ________________________________________________

LINKEDIN – Online Professional Portfolio and Resume
1. Sign-up
2. Add professional picture
3. Complete profile
4. Connect with colleagues and join groups
5. Post updates
6. PLAN: ________________________________________________

GOOGLE+
1. Create a company page from a google business account and select category / subcategories.
2. Customize page and add basic information
3. Connect with colleagues and clients
4. Create circles to deliver customized content
5. Post updates and articles
6. PLAN: ________________________________________________

FACEBOOK
1. Create a business page
2. Upload header and logo
3. Complete company information
4. Invite personal Facebook friends to “like” page
5. Post updates and articles
6. PLAN: ________________________________________________

OTHER
Presentation Based
- Google Hangouts on Air
- SlideShare

Video Based
- YouTube
- Vimeo

Image Based
- Pinterest
- Instagram

PLAN: ________________________________________________