

# Social Media Strategy Template

Your tool for crafting your company's social strategy  
in 5 steps



Hit Your Mark Media

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# How to Use This Template

With the explosion of networks, participants and content on social, a social media strategy will help you stay focused on your objectives and will allow other team members to participate in execution. This template will guide you through the steps of developing your social media strategy, providing helpful pro tips along the way.

For more information, reference our [Social Media Strategy Guide](#).



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1. Establish SMART social media goals
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# Aligning Social Goals to Business Goals

| Business Goals     | Social Goals     |
|--------------------|------------------|
| Brand Awareness    | Reach            |
| Thought Leadership | Consumption      |
| Word of Mouth      | Shares, Retweets |
| Leads              | Actions          |
| Sales              | Conversion       |



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# Establish SMART Social Media Goals

Input your social media goals on the next slide

## Pro Tips



- Make your goals specific, measurable, attainable, relevant and time based
- Avoid goals that focus just on vanity metrics like Likes and Followers
- Align goals with department and overall business' sales, marketing and productivity goals



# <Your Company's> Social Media Goals

My social media goals are:

1. Goal #1:

1. Goal #2:

1. Goal #2:



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# Audit Your Social Presence

Inventory all profiles representing your company on the next slide

## Pro Tip



- Search and note all official and unofficial pages representing your company including fan pages, rogue employee accounts and poser accounts



# Audit of <Your Company's> Social Presence

| Social Media Sites | URL | Followers | Last Activity Date | Action |
|--------------------|-----|-----------|--------------------|--------|
|                    |     |           |                    |        |
|                    |     |           |                    |        |
|                    |     |           |                    |        |
|                    |     |           |                    |        |
|                    |     |           |                    |        |
|                    |     |           |                    |        |



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# Survey Your Target Audience

Tally results about your audience on the next slide

## Pro Tips



- Distribute audience surveys in-store, via email and on social media
- Consider offering an incentive for completion of the survey like a discount



# Survey of <Your Company's> Target Audience

| # of Respondents | Average Age | % Male | % Female | % on Facebook | % on Twitter | % on LinkedIn | % on Other |
|------------------|-------------|--------|----------|---------------|--------------|---------------|------------|
|                  |             |        |          |               |              |               |            |



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# Know Your Competition

Investigate what your company's competition is doing on social media and track observations on the next slide

## Pro Tips



- Compare your competitors' social footprint and content against yours
- Look at what type of content they are creating and sharing, how often and what influencers they are interacting with



# Know Your Competition

| Competitor | Social Profiles | Strengths | Weaknesses | Content That Resonates |
|------------|-----------------|-----------|------------|------------------------|
|            |                 |           |            |                        |
|            |                 |           |            |                        |
|            |                 |           |            |                        |
|            |                 |           |            |                        |
|            |                 |           |            |                        |
|            |                 |           |            |                        |



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# Take Action Post Audit

Make recommendations to optimize your company's social presence on the next slide

## Pro Tips



- Report poser accounts
- Delete pages that have become overrun with spam



# Social Audit Learnings

1. I will consider consolidating the following accounts to simplify our social presence:
1. The gaps in our social presence based on audience survey and competitor analysis are:
1. Key takeaways learned from competition that I can apply to our company are:



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# Develop Your Content Strategy

Determine content mix and posting cadence on the next two slides

## Pro Tips



Use the social media content rule of thirds:

- $\frac{1}{3}$  of content promotes business and converts audience
- $\frac{1}{3}$  of content shares ideas and stories from thought leaders
- $\frac{1}{3}$  is original brand content
- Download editorial calendar template and social media content calendar template to assist your planning [HERE](#)



# Develop <Your Company's> Content Strategy

1. The type of original content that we will create and post is:

1. The type of content we will share is:

1. We will post to the following channels this frequently:

X channels / X times a day



# Develop <Your Company's> Content Strategy

4. The different audiences that we need to tailor content to are:
5. My editorial calendar that maps out our content release schedule is here: [Add Link](#)
6. My social media content calendar that maps out our promotion plan is here: [Add Link](#)



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# Measure Your Progress

Use analytics tools to see how your content is performing and track on the next slide

## Pro Tips



- Align your analytics back to your goals
- Examine data that measures progress towards reaching your goals
- Use the following go-to tools: Hootsuite Analytics (advanced analytics & custom reports), Facebook Insights & Google Analytics (who, when and how many people are viewing and interacting)



# <Your Company's> Progress

| Social Media Channel | Top Performing Content | Lowest Performing Content | Action Required |
|----------------------|------------------------|---------------------------|-----------------|
|                      |                        |                           |                 |
|                      |                        |                           |                 |
|                      |                        |                           |                 |
|                      |                        |                           |                 |
|                      |                        |                           |                 |
|                      |                        |                           |                 |
|                      |                        |                           |                 |



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# Refine Your Strategy

Complete the questions/statements on the next two slides to help you optimize your strategy



# <Your Company's> Learnings

1. What worked well?

1. What didn't work well?



# <Your Company's> Learnings

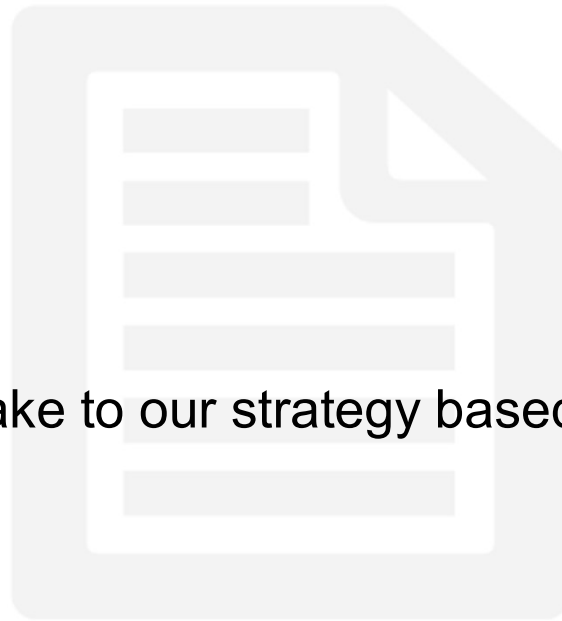
3. Our new goals for the next period/quarter are:

Goal #1:

Goal #2:

Goal #2:

4. Changes we will make to our strategy based on learnings are:



## Who We Are

Thanks for reading. We hope you found this eGuide helpful! We know that building a website is hard and positioning it for traffic is even harder.

If we can be of any help, look us up for a free consultation. You can reach us at [connect@hityourmarkmedia.com](mailto:connect@hityourmarkmedia.com) or 540-751-8235.

Don't forget to check out our many other free resources at [www.HitYourMarkMedia.com](http://www.HitYourMarkMedia.com)

*Lastly, if you simply wish to take the better value approach and have trained, experienced professionals create the website of your dreams and position it for superhighway traffic, just ask us! In this modern time, almost anyone can build something of a website, but wowning visitors and turning them into customers is quite a different matter.*

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