

THE ESSENTIAL LIST OF TO-DOS FOR YOUR 2018 SOCIAL MEDIA STRATEGY



PART 1/4

1 Identify your goals

What do you want to do? Raise awareness for your brand? Collect leads? Sell more kofta burgers? When you know where you're going, you'll know what to carry for the journey.

2 Map your social media

Map your social media goals to your business objectives. If your business objective is to expand in Morocco next year, then make sure your content works towards that goal.

3 Create a calendar

Create a social media calendar. Sketch out a yearly calendar tied to the above goals and then a more detailed monthly or quarterly calendar. Always plan ahead. [Download Hubspot's free social media content template.](#)

4 Set S.M.A.R.T. goals

Make your Goals in Step 1 be Specific, Measurable, Achievable, Relevant and Time-Bound. Don't "increase social media following" or "grow it 400%", rather "grow your social media following by 25% by the end of the year".

5 Decide what social media platforms

make most sense to your business. If you're design-heavy, you'll want to pay attention to Instagram. If you're B2B, you won't want to miss out on opportunities on LinkedIn. Survey your customers and/or target demographic to know what social media platform they're on, and then engage them where they're most likely to be found.

