

# SOCIAL MEDIA STRATEGY TEMPLATE

Try Smartsheet for FREE

## SOCIAL MEDIA STRATEGY



	TITLE	DATE
EMAIL		PHONE
APPROVED BY	TITLE	DATE

# 1. PURPOSE & FUNCTION

## **Purpose**

*In this section, describe the purpose of the social media campaign and why you are initiating this effort:*

# 2. YOUR AUDIENCE

*In this section, provide a detailed description of your target audience. Consider including demographics, interests, and any other relevant variables (age, geographic location, interests, profession, etc.):*

### 3. COMPETITION

Choose four competitor brands. Analyze each across various platforms. What decisions are they making? What is and isn't working for them? Can you take any inspiration from their content?

COMPETITOR	PLATFORMS USED	POSTS PER DAY/WEEK	TARGET AUDIENCE	FORMATS POSTED	NOTES



## 4. ANALYSIS

*After each campaign, review your KPIs. Update your strategies as necessary.*

**How often will you conduct a social media analysis (weekly, monthly, etc.)?**

**What platforms are performing well? What platforms are struggling?**

**What content is working?**

**What content is not working?**

**What feedback are you receiving?**

**What KPIs are you meeting?**

**Where is there room for improvement?**

## 5. PLAN APPROVAL

The undersigned acknowledges that they have reviewed this Social Media Strategy Plan and agree with the information presented within this document. Changes to this Social Media Strategy Plan will be coordinated with, and approved by, the undersigned, or their designated representatives.

SIGNATURE	PRINTED NAME	DATE
TITLE	ROLE	

## **DISCLAIMER**

Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk.