



Social Media Planning Template

1. Step 1: Define your goals

What are your goals for this social media marketing plan?

What does success look like for your social media marketing plan? (Consider metrics for engagement, number of posts published, click throughs, etc.)

2. Step 2: Define your audience

Describe your audience

Location

Age

Gender



Income

Interests

Preferred platforms

What are unmet audience needs your business can solve?

3. Step 3: Create Compelling Content

Describe your social voice

Write down three ideas to create content around for your channel(s) (upcoming events, holidays, seasons, announcements)

4. Step 4: Engage Your Audience

What is your process for monitoring and responding to audience activity?



What are four frequently asked questions from your audience and how will you answer them?

5. Step 5: Measure Success

How often will you monitor and track your social media progress (daily, monthly, quarterly, etc.)?

Define metrics for success (example: 500 page Facebook page likes by June)
