

Social Media Strategy

Your Company Name

Purpose:

1 sentence description of this document

Target Audience:

Use this section to describe the demographics of your target audience. This can be as detailed or general as you want to make it.

In particular, define your target audience's wants and needs, problems, barriers etc.

Competitor Research:

Research your competitors. Find the answered to the following questions for each competitor you want to analyze:

- *Name: Sample Competitor*
 - *How often are they posting on each social media platform per day?*
 - *Who is their target audience?*
 - *What content works best for them*
 - *Notes on what they are doing right or wrong in your eyes*

Your Platforms:

List your current social media platforms, & use this section to make notes on how often you post per week. In addition, note any changes you have in mind for the future.

Metrics:

Define your success.

What is your current goal for your social media platforms? Use this to determine metrics. If you want to grow your audience on socials, new followers is a good metric. If you want to gain website/blog traffic, website clicks would be a better metric.

Audit Your Current Platforms:

This is a self check-in on your accounts. Repeat this at predetermined time intervals (i.e. monthly) and compare the metrics each time to see what is working and what isn't.

Note your high and low performing content, platforms, and any follower/customer feedback on your channels.

This is a very rough outline, but you should be able to fill it in and start collecting data on your social media right away! Best of luck, and as always - TrustedTalentVA is here to help.

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