**[](https://www.smartsheet.com/try-it?trp=11692&utm_source=integrated-content&utm_campaign=/content/social-media-strategy-template&utm_medium=Social+Media+Strategy+doc+11692&lpa=Social+Media+Strategy+doc+11692)SOCIAL MEDIA  
STRATEGY TEMPLATE**

SOCIAL MEDIA STRATEGY

PROJECT NAME

Shape, background pattern

Description automatically generated

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

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| --- | --- | --- |
| PREPARED BY | TITLE | DATE |
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| EMAIL | | PHONE |
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| APPROVED BY | TITLE | DATE |
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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.):*

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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?*

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| --- | --- | --- | --- | --- | --- |
| **COMPETITOR** | **PLATFORMS USED** | **POSTS PER DAY/WEEK** | **TARGET AUDIENCE** | **FORMATS POSTED** | **NOTES** |
| **Competitor 1** |  |  |  |  |  |
| **Competitor 2** |  |  |  |  |  |
| **Competitor 3** |  |  |  |  |  |
| **Competitor 4** |  |  |  |  |  |

4. SOCIAL MEDIA PLATFORMS

*In this section, determine the key performance indicators (KPIs) that will help you measure the success of your social media strategy and campaign.* Consider using some of these top KPIs*:*

* *Impressions – total number of times the social media content is displayed*
* *Reach – total number of unique users that have viewed the social media content*
* *Shares – total number of shares per social media post*
* *Share of voice – total number of brand mentions on social media compared to competitor brands*
* *Conversion rate – total number of new followers, subscribers, newsletter sign-ups, or comments per social media post*

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| PLATFORMS | CONTENT DISPLAYS | UNIQUE USER VIEWS | COMMENTS PER POST | SHARES | BRAND MENTIONS | NEW FOLLOWERS/SUBSCRIBERS | OTHER | NOTES |
| Facebook |  |  |  |  |  |  |  |  |
| YouTube |  |  |  |  |  |  |  |  |
| Twitter |  |  |  |  |  |  |  |  |
| Instagram |  |  |  |  |  |  |  |  |
| TikTok |  |  |  |  |  |  |  |  |
| LinkedIn |  |  |  |  |  |  |  |  |
| Other |  |  |  |  |  |  |  |  |

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.)?**

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

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### **What content is working?**

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### **What content is not working?**

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| --- |
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### **What feedback are you receiving?**

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| --- |
|  |

### **What KPIs are you meeting?**

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| --- |
|  |

### **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** |
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| **TITLE** | **ROLE** | |
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