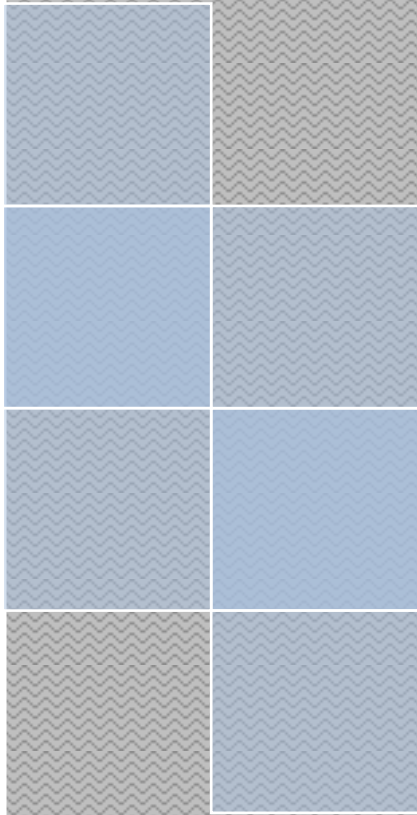




# Social Media

## Planning Worksheet

One-page worksheet to help you focus your social media marketing efforts.





# Social Media Planning Worksheet

Social Media is about *being* social; not *doing* social.

-- Jay Baer, *Convince & Convert*

What's your pitch, elevator speech, tagline? What's your one thing? (brief; 120 characters or less)

Why do you want to be there? (circle only one)

- Awareness, Brand Recognition
- Sales
- Loyalty
- Customer Service
- Drive traffic to a brick and mortar store

What is the current relationship (social) with your audience? (circle at least 1; no more than 2)

- None
- Awareness; no action
- Single action
- Multiple/Repeat actions

How does your audience use social media now? (circle at least 1; no more than 2)

- Creators, innovators
- Joiners
- Spectators
- Followers

How will you be human? How will you make it personal?

*(People buy from people, not businesses. How will you build or continue to build a relationship using social media?)*

What 3 metrics will you use to measure your success/ROI? (list at least 2)

*(Tools outside of your social media account where you can track visits, actions, etc. There is no ONE solution, use a mix that works for your business. At the center of your measuring and monitoring should always be a brain; no piece of software or tool can take the place of human interaction and the human thought process.)*

- 1.
- 2.
- 3.

*If you don't track any type of data, see this page of my site for low-cost tracking tools:*

<http://marketyourbizonline.com/tracking-tools/>