*Use this template to document your approach to social media.*

## Social Media Strategy Template

### How will social media support your organisation’s strategy?

* 1. What are your organisation’s overall goals?
  2. What are your organisation’s brand values, personality and tone of voice? (if your organisation has these defined)
  3. What are your overall marketing objectives and plan?
  4. How will social media support your marketing plan?

### Establish your [audience](https://digitaltransformation.org.au/guides/digital-marketing/how-plan-integrated-digital-marketing-campaign#:~:text=Step%202%20%2D%20understand%20your%20target%20audiences%C2%A0)

1. Who are your target [audiences](https://digitaltransformation.org.au/guides/digital-marketing/how-plan-integrated-digital-marketing-campaign#:~:text=Step%202%20%2D%20understand%20your%20target%20audiences%C2%A0)?
2. What are their likely mindsets and interests?
3. Which social media platforms are your target audiences using and what are they using them for?
4. What types of content are they engaging with?
5. How does your actual audience compare to your target group?

### Social media competitor analysis

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Social Media Competitor | Unique features | Best features | Same features | Poor features |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

### Decide which social media platform/s to use and what for

* 1. Which platforms are you already performing well on and would like to build on?
  2. Consider whether you need to deactivate a platform or activate a new one

|  |  |
| --- | --- |
| Activate | Deactivate |
| Facebook | Instagram |
| Twitter |  |

* 1. What content are you going to share and where?

|  |  |
| --- | --- |
| Platform | Content themes ideas aligning to target audiences |
| Facebook |  |
| Twitter |  |
| LinkedIn |  |
| *(Social Media Platform)* |  |

### Establish your business goals for each social media platform ([utilising SMART goals](https://digitaltransformation.org.au/guides/digital-marketing/how-plan-integrated-digital-marketing-campaign" \l ":~:text=Step%201%20%2D%20create%20SMART%20objectives%C2%A0)) and establish your objective for each goal

1. Our overall social media goals are:



1. For each platform:

|  |  |  |  |
| --- | --- | --- | --- |
| Platform | Audience | Goal | Objectives |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |