



SOCIAL MEDIA STRATEGY & CONTENT WORKBOOK

1. SETTING YOUR SOCIAL MEDIA OBJECTIVES

It is key to work out what you are trying to actually achieve by using social media.

Typical objectives might include:

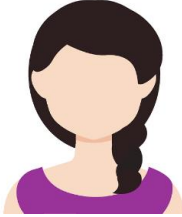
- creating awareness at the first stage and then;
- ensure consistent brand message across all social channels;
- driving traffic to your website, sales landing page (gift vouchers), shop, or;
- getting sign ups to your email list, event leads, ticket sales, etc

Example objective:

Create more traffic to the website from social media – a minimum of <x> extra visits in the next 12 months <by Y date>.

2. WHO ARE YOUR IDEAL CUSTOMERS – YOUR ‘TARGET AUDIENCE’

PERSONA NAME:

	Age:	
	Gender:	
	Marital Status:	
	Children (if applicable):	
	Lives / Location:	
	Job:	
	Income:	
	Interests:	

MOTIVATIONS

<p>1. What motivates them to make a purchase? Try to think about what is their need, pain, problem or desire e.g a treat, family exercise</p>	
<p>2. Who do they consider to purchase from? e.g. what competitor set (check out Pages to Watch on Facebook!)</p>	

INFLUENCERS & DECISIONS

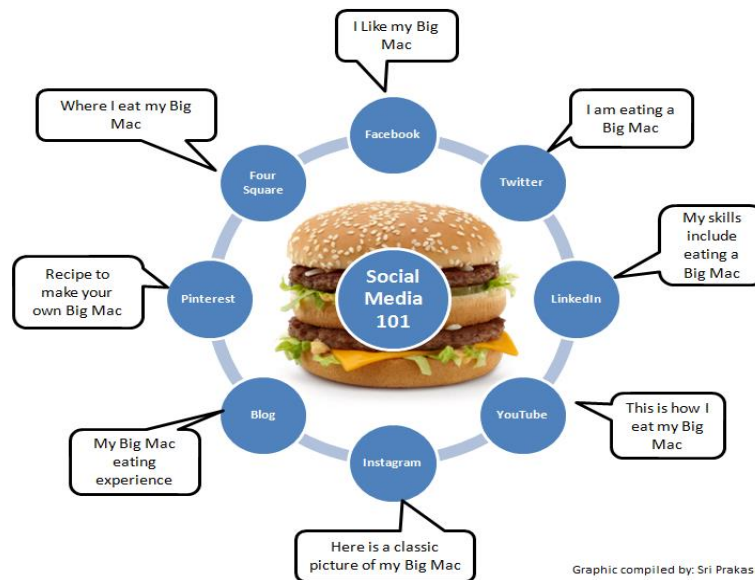
<p>3. What sources do they use to research their purchase decision? e.g. where do they look for info and what info do they need? Do they use websites, Google, a friend's recommendation, mags, blogs, Which social media platforms do they use?</p>	
<p>4. What influences their final purchase decision? e.g. lowest cost, prestige or image, recommendations/views of friends, etc</p>	

BUYING HURDLES

<p>5. What might stop them making a purchase? e.g. can't afford it, concerns about quality, etc</p>	
<p>6. What are their challenges or concerns? What keeps them awake at night? e.g. financial or reputation risk, wrong decision, suitability of accommodation, might not like it/ disappointment</p>	

3. PICK THE BEST SOCIAL MEDIA CHANNELS FOR YOUR AUDIENCE

Depending on your audience, you will need to pick the strongest channels to use for social media. Ideally, don't try and do all of them! Start with one first and get really good at it. Different content works better on different social platforms.



NOW IT'S TIME TO PRIORITISE YOUR SOCIAL MEDIA ACTIVITY...

Below is a summary of what each platform can be used for and what social media objective it might be best for. Review each of these and number them where 1 = Highest Priority, to 7 = Don't Use or Low Priority.

Social Media Channel	Best for Audience	Priority Score	For Brand Building	For Traffic	For Sign Ups	For SEO Benefits
Facebook	Consumers		✓	✓	✓	✗
Instagram	Consumers		✓	✓	✓	✗
Twitter	Consumers & Businesses		✓	✓	✓	✗
Pinterest	Consumers		✓	✓	✗	✓
TikTok	Consumers		✓	✓	✗	✗
YouTube	Consumers & Businesses		✓	✓	✗	✗
LinkedIn	Businesses		✓	✓	✓	✓

4. CURRENT SOCIAL PERFORMANCE - WHAT SOCIAL FOLLOWING DO YOU HAVE?

As of <date> :

5. SETTING YOUR KPIS & TARGETS – WHAT SOCIAL FOLLOWING DO YOU WANT?

By <date>:

6. WORK OUT WHEN IS THE BEST TIME TO POST & WHAT FREQUENCY?

Use tools like Facebook/Instagram/Twitter Insights and Tweriod to look at when your audience is on the platform and the best days / times to post. Facebook 3 times per week; Instagram every day/2 days; Twitter 6 times a day!

Write these down here?

7. SOCIAL MEDIA CONTENT IDEAS

Now we know what we are trying to achieve, who we are targeting, and what channels we are going to use. Now it is time to map out which content works best and come up with some ideas! You can also look at what posts have worked best to date.

COMPELLING CONTENT CREATOR MATRIX™				
Did You Know?	Meet a Team Member	Behind the Scenes video	Ask a Question	Share a Freebie
Funny Quote	Service Spotlight	Time Lapse Video	Late Deals / Availability	MeMe*
Team Member Interview	Sneak Peak	Competitions + Giveaways	Doing a Team Challenge	Funny Fact
Thank your Fans	Post a Funny Image	Things to Do	Create a Poll or Survey	Customer Recommends
Share a Review	Share a Blog Post	Meet the Team Dog!	Heard in our <Office/Kitchen>	Post Beautiful Pics
Inspirational Quote	Inspirational Image	Customer Review video	Inspirational Picture	Inspirational Local Place
Our Favourite Thing(s)	Share a Guest Photo	Recommend a Local Biz	Fun Team Stuff!	What's On?
Answer a Customer FAQ	Fly on the Wall Image	How To Video	Weekly News Round Up	Go FB Live / Live Video
Share a Tip or Trick	Email Sign-up link	Share other Biz's Post	Seasonal Wish or Message	National # Day
Discount or Offer	Day in the Life feature	Mention @ a Fan / Guest	Re-post an old Blog post	Meet our Local Supplier
Announce an Award Win	Infographic (your biz in numbers)	Set a Challenge	Share your Top Reads	Share your Story (About)

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Don't forget to see **My Social Media Toolkit** at the end for my trusted tools and timesavers to create great visual and video social media content.

8. CREATE A 3 MONTH CONTENT PLAN

The next key step is to plan out what you will post, when and plan that for at least a month or ideally 3 months.

9. EXTRA RESOURCES: MY SOCIAL MEDIA TOOLKIT

Reposting - Instagram

Repost (app) or Regrammer (app)

Social Media Image Sizes

<http://sproutsocial.com/insights/social-media-image-sizes-guide>

Royalty Free Images – please do not use Google images!

<https://stocksnap.io/>

<https://unsplash.com/>

<https://www.canva.com/>

<https://www.pexels.com/>

<http://www.lifeofpix.com/>

<https://pixabay.com/>

Graphics, GIFs & Quote Creators

Insta Layout (app)

<https://www.canva.com/>

<http://www.picmonkey.com/> - no longer free

<https://www.befunky.com/> (free)

<http://www.keepcalm-o-matic.co.uk/>

<https://memegenerator.net/>

<http://www.imagechef.com/>

<http://photofunia.com/>

<http://wordswag.co/> (words on quotes)

<http://recite.com/> (quote generator)

<https://piktochart.com/> (infographics)

<https://makeagif.com/> (gifs)

<https://piktochart.com/>

Video/Story Makers & Animation

Boomerang (Instagram app) – create animated video snippets

Unfold (Instagram free app to create film like Stories)

Quik from Go Pro (free app) – video templates, music etc

Vimeo Create (free app)

Ripl (free app) – video post creator

MoJo (free app) create stunning Stories

Splice (free app) – video editor and maker

Clips (app) cut together video clips and can add effects

VivaVideos

Stop Motion Studio

<https://www.powtoon.com/>

<https://www.moovly.com/>

<https://goanimate.com/>