



Social Media Strategy Template

Social Media Goals and KPIs

For your social media strategy to be successful, you need to figure out what “success” looks like.

In this section, you'll define the key performance indicators you will focus on and optimize for.

I recommend using [S.M.A.R.T.](#) goals (Specific, Measurable, Achievable, Relevant, and Time-bound). They make it easy to tell if you're on the right track.

Goal	Social Media KPI	Details / Timeframe
<i>E.g., Increased website traffic</i>	<i>E.g., Traffic from social networks</i>	<i>E.g. 50% growth YoY</i>

Social Networks

There are over a dozen social networks that have 100+ million active users. Unless you have a massive team, you won't be able to use all of them effectively.

In this section, you'll choose which networks to prioritize (and which to ignore). Here's how.

Find where your social traffic is already coming from

In Google Analytics, go to **Acquisition** ➔ **All Traffic** ➔ **Channels**, then click the **"Social"** channel grouping link in the report table below the chart. This will show you which social networks are driving traffic to your website.

List your findings here:

Social Network	Monthly Traffic	Other KPI(s)
<i>E.g. LinkedIn</i>	<i>E.g., 4,133 visits/mo.</i>	<i>E.g., 260 new email subscribers per month</i>

Which social networks are getting engagement

Social media is good for more than just driving traffic directly to your site.

If you already have an active social media presence, fill in the table below. Specifically, you want to estimate the engagement you're getting from your audience and potential customers.

Social Network	Follower Count	Engagement Level
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<i>E.g. Facebook</i>	<i>E.g. 23,749</i>	<i>E.g. High</i>

Competitive research

List your competitors' top social networks below.

Here are two ways to find them:

a) Look at your competitors' websites' social traffic estimates in SimilarWeb. (For example, here's [mine](#).)

b) Look in the footer of your competitors' homepages. There will usually be links to the social networks they're most active on. And you can click through to see how much engagement they're getting on each one.

Competitors' top social networks:

Additional social networks

Now, list additional social networks you think your customers hang out on.

The top options include Facebook, Instagram, Twitter, LinkedIn, YouTube, Reddit, Snapchat, Pinterest, Quora, and TikTok.

Inbound: social listening

While social media is a great content distribution channel, it can also be important for customer service, retention, and sales.

The key here is responding **quickly**. Having this social listening action plan filled out ahead of time can help you do just that.

What will we listen for, and how will we respond?

Networks	Keywords, hashtags, and usernames	When to listen	How to respond
<i>E.g. Twitter, Facebook, Instagram</i>	<i>E.g. @Backlinko</i>	<i>E.g., M-F 8 am-5 PM PST</i>	<i>For example, thank you for sharing/compliments and answering questions. Try to respond to at least 10% of mentions.</i>

Tip: In addition to your own brand keywords, username, and domain, you can also listen for common industry terms and competitors' terms to find more opportunities to engage people.

Promotion

You can improve your reach quickly with some promotions.

There are paid and unpaid types of promotion, including:

- Paid boosts
- Retargeting

- Account takeovers
- Shout-for-shout

And more.

Use this section to plan potential ongoing and one-time social media promotions.

Promotion	When	Details
<i>E.g., Facebook boosted posts</i>	<i>E.g., Every time we share a new Backlinko blog post</i>	<i>[Targeting, budget, etc.]</i>

Tools

Various tools, including Hootsuite, Buffer, and Buzzsumo, can help you manage and optimize your social media activity.

Use this section to plan which ones you'll use.

Tool	Purpose	Cost
<i>E.g. Hootsuite</i>	<i>E.g., post-scheduling, social listening, and analytics</i>	<i>E.g., \$25/mo</i>

And that's it for my social media strategy template! I hope you found it helpful.