

Social Media Strategy Template

1. Define Your Goals

What do you want to achieve with social media?

Choose at least one main goal.

- Increase brand awareness
- Get more website visitors
- Gain more followers
- Boost engagement (likes, comments, shares)
- Generate leads or sales
- Improve customer relationships

SMART Goals example:

- "Increase Instagram engagement by 20% in 3 months."
- "Gain 1,000 new followers on LinkedIn by the end of the year."

Your Goals:

2. Understand Your Audience

Who are you trying to reach? Write down details about your ideal audience.

Age Group: _____

Location: _____

Job/Industry: _____

Interests/Hobbies: _____

Biggest Problems/Needs: _____

Preferred Social Media Platforms: _____

Tip: Use social media insights or surveys to learn more about your audience.

3. Choose the Right Platforms

Where should you focus your efforts? Pick 2-3 platforms that fit your business.

- Facebook
- Instagram
- LinkedIn

- Twitter (X)
- TikTok
- YouTube
- Pinterest

Tip: If your audience is young, focus on Instagram & TikTok. If you target professionals, use LinkedIn.

Your Platforms:

4. Plan Your Content

What types of content will you post? Choose at least three.

- Images
- Videos/Reels
- Blog posts
- Infographics
- Stories
- Live videos
- Polls & Q&A
- Behind-the-scenes
- Customer testimonials

Tip: Use a mix of content to keep things fresh.

Your Main Content Types:

Posting Schedule: How often will you post?

- Daily
- 3-5 times per week
- Weekly

5. Engage With Your Audience

How will you interact with followers?

- Reply to comments & messages
- Ask questions to start conversations
- Share user-generated content
- Run giveaways & polls
- Go live & interact in real time

Your Engagement Plan:

6. Track & Improve Your Results

What does success look like for you? Pick key metrics to track.

- Likes & comments
- Shares & saves
- New followers
- Website clicks
- Sales & leads

Tip: Use social media analytics to see what's working and adjust your strategy.

Your Key Metrics:

Final Steps:

- Fill out this template
- Create a simple content calendar
- Stay consistent & keep improving