

Social media planning worksheet

Marketing campaign or project name:

Your name:

Your contact information:

Other people involved in project:

1. Goals

What are your overall communications goals for this campaign or project? What are your social media goals? In what ways are your communications goals compatible with social media?

2. Audience

Who do you need to reach to meet your goals? Describe what you know about your target audiences. What traits do they have in common? What interests do they share? Where do they live? What do they like? What don't they like? What social media, if any, are they using? Explain why you think you can reach this audience through social media. *Use the table and the space before to answer these questions.*

Audience	Demographics/traits	Which social media do they use?
Example: Parents of elementary students	25 to 50 years old and living in Springfield, Mo.	Women 25 to 40 are the largest group on social media

3. Needs, goals and messages

What common needs, wants or desires does your audience have that your project or marketing campaign can help fulfill? What are your messages? How can you use social media to communicate to your audience that your project or campaign fills the needs you have identified? *Use the table and the space before to answer these questions.*

Audience	Need	Goal	Message
Example: Parents of elementary children	Information on keeping kids active	Parents discuss issues and share ideas with other parents	"Have trouble getting your kids off the couch? Share some activities you do to keep your children active."

4. Evaluate the medium and choose your tools

Is a social media platform right for your campaign or project? Does a social media effort already exist within the organization that you could work with instead of starting a new account or campaign?

5. What social networking tool or tools do you plan to use?

Facebook

Twitter

YouTube

Pinterest

Instagram

Other

6. Contributors

Who will be involved?

Name	Role(s)	Will they need training?	Time commitment per week

7. Posting

How often will you post? When will you post?

8. Content

What will you post? On a separate sheet or in an Excel spreadsheet, outline potential posts for the first month.

9. Promotion

What ideas do you have for promoting your social media accounts?

10. Evaluation and performance measures

Based on your goals, what tangible or quantitative results do you expect from your social media work?
How will you measure the impact of your social media work?