Social Media Strategy Worksheet

It's time to write your own strategy! In conversation with other advocates at your table, use the five steps outlined in the toolkit to brainstorm a sample social media strategy based around one of the three scenarios presented to the group.

1. SET GOALS
What are you trying to achieve?

2. CHOOSE AN AUDIENCE
Who do you need to reach to realize those goals?

3. LISTEN + ENGAGE
How will you hear what your audience is saying and enter into conversation with them?

4. MAKE A PLAN
What does the timeline to achieve your goals look like?

5. POST + REFLECT
What data are you keeping an eye on to help refine your strategy?

+ NOTES
What tools will you use? What’s your budget? Who needs to approve posts?