

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?