

THE ULTIMATE

SOCIAL
MEDIA

STRATEGY

SOCIAL
misfits

SETTING

GOALS

FIRST, IT'S IMPORTANT TO FIGURE OUT WHAT 'SUCCESS' LOOKS LIKE TO YOU THROUGH S.M.A.R.T GOALS.

ARE YOU TRYING TO **BUILD CUSTOMER LOYALTY? BRAND AWARENESS?** WHATEVER THE CASE MAY BE, ANSWERING THIS QUESTION CAN HELP YOU SET UP YOUR SMART SOCIAL MEDIA GOALS, AS YOU WILL KNOW WHAT YOU ARE TRYING **TO ACHIEVE** IN THE FORESEEABLE FUTURE.

GOAL	SOCIAL MEDIA KPI	TIMEFRAME
e.g. Increase website traffic	Traffic from Instagram	50% growth click through rate by April

TIME FOR YOU TO WRITE YOUR GOALS HERE



PICKING YOUR

PLATFORMS

IT CAN BE OVERWHELMING TO KNOW WHAT SOCIAL MEDIA PLATFORMS YOU SHOULD BE ON, LET'S BREAK IT DOWN...

IN THEORY, EVERY BUSINESS HAS **POTENTIAL CUSTOMERS ON EVERY SOCIAL NETWORK**. BUT THAT DOESN'T MEAN PEOPLE WILL BE WILLING TO **ENGAGE WITH YOUR BRAND** ON ALL OF THEM.

- FACEBOOK** HAS 2.958 BILLION MONTHLY ACTIVE USERS
- INSTAGRAM** HAS 2 BILLION MONTHLY ACTIVE USERS
- TWITTER** HAS 368 MILLION MONTHLY ACTIVE USERS
- TIKTOK** HAS OVER 1 BILLION MONTHLY ACTIVE USERS

stats as of Feb 2023

TOP TIP: A GREAT WAY TO CHECK IF A CERTAIN PLATFORM IS A GOOD FIT FOR YOUR BRAND IS TO USE THE 'SEARCH' FUNCTION. SEARCH FOR KEY RELEVANT WORDS RELATED TO YOUR INDUSTRY AND THE MORE DISCUSSION OR ENGAGEMENT AROUND THOSE TOPICS, THE BETTER.

PLATFORM KEY WORD ENGAGEMENT

PLATFORM	KEY WORD	ENGAGEMENT
e.g. Instagram	#socialmediamarketing	20.7M POSTS
e.g. Tiktok	#socialmediamarketing	1.5B VIEWS

TIME FOR YOU TO DO YOUR RESEARCH



BONUS TIP: IT'S A GOOD IDEA TO CLAIM YOUR BRAND USERNAME ON ALL THE MAJOR NETWORKS YOU WON'T BE USING (IN CASE YOU DECIDE TO USE THEM AT A LATER DATE).

COMPETITOR

ANALYSIS CHECKLIST

DOING A DEEP INDUSTRY COMPETITOR ANALYSIS MEANS THAT YOU CAN COMPILE DATA TO OUT PERFORM YOUR COMPETITORS AND HAVE A BETTER KNOWLEDGE ABOUT WHAT CONTENT YOUR AUDIENCE FINDS MOST VALUABLE.

1. IDENTIFY YOUR COMPETITORS

- SEARCH FOR ACCOUNTS (VIA EXPLORE PAGE)
- SEARCH FOR HASHTAGS (VIA EXPLORE PAGE)
- BROWSE THE 'SUGGESTED FOR YOU PAGE'

2. COLLECT DATA ON COMPETITORS

- FOLLOWER COUNT
- ENGAGEMENT
- HASHTAGS USED

3. ANALYSE YOUR DATA

- HOW DOES YOUR PERFORMANCE COMPARE TO THEIRS?
- WHAT CONTENT IS WORKING WELL FOR THEM?
- WHAT HASHTAGS WORK BEST IN YOUR INDUSTRY?
- ARE THERE ANY CURRENT INDUSTRY TRENDS?

CREATING A

CONTENT PLAN

CONTENT CREATION REFERS TO THE PROCESS OF PRODUCING, PUBLISHING, AND DISTRIBUTING DIGITAL MATERIAL SUCH AS ARTICLES, VIDEOS, IMAGES, PODCASTS, AND SOCIAL MEDIA POSTS.

WHEN PLANNING YOUR CONTENT AND DURING **THE CREATION PROCESS**, YOUR GOAL IS TO **PROVIDE VALUE** TO A TARGET AUDIENCE BY CREATING **ENGAGING, INFORMATIVE, AND RELEVANT CONTENT** THAT **ATTRACTS AND RETAINS** THEIR ATTENTION.



BONUS TIP: IF YOU'RE UNSURE ON WHAT CONTENT WILL RESONATE WITH YOUR AUDIENCE, USE THE 'POLL' AND 'Q&A' FUNCTION ON STORIES TO GAGE THIS.

S O C I A L S T R A T E G Y

notes

A series of 25 horizontal lines spaced evenly down the page, providing a template for handwritten notes.