

# D.I.Y. SOCIAL MEDIA STRATEGY TEMPLATE



# HOW TO USE THIS TEMPLATE

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To generate leads using social media, you need a cohesive long-term strategy that's adaptable. Which means taking inventory of your current strategy, competitors' strategies, and your company goals.

This strategy template is designed to help guide you through the strategy development process. It's also an excellent place to organize all of this information for future review. And it makes a sweet paper airplane.





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# SOCIAL MEDIA STRATEGY OBJECTIVE

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Before you start on your strategy, you should determine the overall objective for your social media marketing. What should your social networks achieve? Do you want to increase lead generation? Increase brand awareness? Improve brand reputation?

Your strategy should be clear and concise but also measurable. For example, "Generate 10 leads each month" is a much more concise goal than "Increase lead generation." And "Raise Google ranking for '(industry) in Amarillo' searches by 2 places at the end of the year" is far more measurable than "Improve SEO."





## YOUR SOCIAL MEDIA STRATEGY OBJECTIVES

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# CURRENT SOCIAL MEDIA AUDIT

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Now it's time to evaluate how your social media is currently doing. A social media audit will allow you to evaluate your pages' performance and find areas in need of improvement.

**When conducting an audit, you should look at:**

**Average # posts per week:** You can find this by scrolling down your social media feed and counting the number of posts each week, then calculating the average of that.

**Number of followers:**

This will be at the top of your company page info on each social media platform.

**Average # of likes:**

You can calculate this by adding all the likes of your posts from a particular time frame and dividing that by the total number of posts.

**Average # of comments, shares and retweets:**

Calculated the same way as average number of likes. Although time consuming, these measures will help determine how engaging your current content is.

**Rating (out of ten):**

How successful you feel this social network has been at converting leads and bringing in sales.





Social Network	Average # of posts per week	# of Followers	Average # of likes	Average # of comments	Average # of shares or retweets	Rating 1-10
Facebook						
Instagram						
Twitter						
Other						

# COMPETITOR SOCIAL MEDIA AUDIT

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Once you've completed a social media audit for your company pages, you should do the same for your top competitors. By collecting the same info as your audit, you'll be able to determine how your social media stacks up with your rivals.

And you can learn from their mistakes. Take note of what works for them and what doesn't. This can save you months of trial-and-error.





COMPETITOR:

Social Network	Average # of posts per week	# of Followers	Average # of likes	Average # of comments	Average # of shares or retweets	Rating I-10
Facebook						
Instagram						
Twitter						
Other						

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## SOCIAL MEDIA STRATEGY

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It's time to finally develop your strategy. Based on your overall objective for social media, come up with three measurable (and realistic) objectives for each of your social media accounts.

Examples might include:

- Improve engagement by 3%
- Respond to comments within 30 minutes
- Boost successful posts to target audience 3 times per month



## FACEBOOK

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## TWITTER

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## INSTAGRAM

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# WEEKLY POSTING SCHEDULE

To ensure that your posts stick to your strategy, you should create a weekly posting schedule. Include the number of posts to go out on each platform each day, as well as the type of content and the time it should go out. You can use apps like Hootsuite or Buffer to schedule all your posts ahead of time.







## QUICK TIP

Make sure to schedule posts when **your** audience is most likely to be engaged, you can do this by consistently checking your insights.



# YOUR WEEKLY POSTING SCHEDULES

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Example:

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	1	1	1	1	0	1	0
	Video	Share a Post	Promo Post	Funny Photo	-	Video	-

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook							
Twitter							
Instagram							
Other							



# Best of Luck!



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