

# Social Media Marketing Plan Worksheet

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## OBJECTIVES

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*Define your objectives, goals and desired outcomes. Social media strategies should connect, support and enhance other online marketing and encourage an offline behaviour change or action.*

What do you want to accomplish with social media?

What is the outcome you want? Why are you doing this?

- Traffic to website
- Client leads and Sales
- Brand awareness and reputation
- Search engine optimisation (SEO)
- Thought-leadership

What is the behaviour change or action you want your social media strategy to help drive or influence?

Describe how your social media objective supports or links to a goal in your business' mission statement.

Can you distil your social media mission down to one sentence?

*"A core philosophy gives you a daily focus and helps define your goals."*

State your objectives in "SMART" terms:-

		Primary Long-term Objective:-
<b>S</b>	Specific	
<b>M</b>	Measurable	
<b>A</b>	Attainable	
<b>R</b>	Relevant	
<b>T</b>	Time-bound	

Secondary Objectives	Specific	Measurable	Attainable	Result-focused	Time-specific

## TARGET AUDIENCE

*Define the audience you plan to engage; your target audience and potential customers.*

Who do you want to reach and engage?

Where do they live?

What do they do?

What does your target audience know or believe about your organization?

What messages or information will influence them?

What keeps your prospects awake at night?

What is your target audience's online social behaviour? How are they currently using social media?  
(Remember, not everyone of your target audience will be willing to interact, they will be happy to watch from the sidelines.)

- Creators - create content - likely to instigate conversations;
- Critics - review and comment - more likely to 'LIKE' and comment;
- Collectors - Tag, RSS and bookmark - likely to click "LIKE" but not comment;
- Joiners - Visit or join social networks - maybe open to interaction;
- Spectators - Read, watch and listen - happy to sit on the sidelines;
- Inactives - none of the above - these guys might even be afraid of social media. ☺

What social media tools do you think your target audience is currently using?

<b>Tool</b>	<b>Use</b>
Facebook	
Twitter	
Blog	
YouTube	
LinkedIn	
Pinterest	
Instagram	
Snapchat	
Others	

## CONTENT

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*Find out what your target audience is most interested in and create content that provides them with solutions to their problems, insights, sneak peeks, discounts, support, a good laugh, etc. Make yourself and your content worthy of their time (and, hopefully, their money).*

## LISTEN

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*Develop understanding.*

- What's your target audiences' problem?
- What conversions are they having online and where?
- How do they ask for help from the online community?

## ENGAGE

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*Grow a presence.*

- Post valuable information worthy of your target audiences' time;
- Stimulate conversations;
- Start building a community around the problem/topic;
- Don't talk at your community, engage them and listen to what they have to say;
- Initiate new conversations;
- Ask questions to learn about their needs;
- Post videos and pictures;
- Create 'Events.

## INTERACT

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*Build relationships.*

- Engage in conversations;
- Always acknowledge replies;
- It's OK to have fun - 80% business 20% personal;
- Friend the people who LIKE/FOLLOW you - it strengthens the relationship;
- Always add value to the conversation;

## INFLUENCE

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*Build trust.*

- Only after you have created trust and credibility with your target audience will you have the power to influence them to purchase your products or services;
- Don't spam your fans; that's the perfect way to lose them.

## RULES OF ENGAGEMENT AND INTERACTION

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- Be responsible for what you write;
- Be authentic, open and approachable;
- Consider your audience;
- Exercise good judgement;
- Understand the concept of community;
- Respect copyrights and fair use;
- Remember to protect confidential & proprietary info;
- Add value to all conversations;

## SEARCH ENGINE OPTIMISATION

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*Implementing a social media marketing strategy without optimising content for search engines is leaving money on the table. Useful social content (blog, posts, video, images, audio) that cannot be discovered via search engines is a lost opportunity to reach an audience that is looking.*

- What keyword phrases do you want your business to 'own' in search results?
- Incorporate those keyword phrases in topics and hashtags regularly in your social media postings.

## IMPLEMENTATION

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*Understand your capacity to implement your social media marketing strategy. It's best to do a small part very well, than to try and do everything poorly. Make it a part of your routine it will help spread the work eg just like checking your emails.*

- Do you have the internal skills, expertise and time internally to use social media effectively?
- Poll your staff, you might have an expert blogger in your midst;
- Who will implement your business' social media strategy?
- Can you allocate a minimum of five hours per week to your strategy?
- Do you need any outside expertise or further training to help implement your strategy?
- Will your content updates depend on any other resource or person?
- What tools best support your objectives and match your target audience?
- What tools do you have the capacity to implement?
- What are your strengths, weaknesses, opportunities, and threats in respect to implementing a social media marketing strategy?

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

## TOOLS

*Concentrate your energy and resources on the tools that will best help you reach your target audience, once mastered then move on to a new platform.*

<b>Listen</b>	<b>Share</b>	<b>Participate</b>	<b>Publish</b>	<b>Network Building</b>
<i>No Engagement</i>	<i>Broadcast/ Promote</i>	<i>Low Engagement</i>	<i>Content</i>	<i>High Engagement</i>
Google Alerts Social Mention Twitter Feedly	Twitter Facebook Hootsuite/Buffer	Twitter Facebook LinkedIn	Blog YouTube Lindedin Posts Periscope	Facebook Twitter LinkedIn Blab

<b>Tool</b>	<b>Customer Communication</b>	<b>Brand Exposure</b>	<b>Traffic to Website</b>	<b>Search Engine Optimisation</b>
Facebook	GOOD	GOOD	OK	NOT GREAT
Twitter	GOOD	GOOD	OK	OK
Blog	GOOD	GOOD	GOOD	GOOD
YouTube	GOOD	GOOD	OK	GOOD
LinkedIn	OK	GOOD	NOT GREAT	OK
Pinterest	OK	GOOD	GOOD	OK
Instagram	OK	GOOD	NOT GREAT	NOT GREAT
Snapchat	GOOD	NOT GREAT	NOT GREAT	NOT GREAT

## NETIQUETTE

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*Understanding the online and social media rules of engagement are vital to social networking success. Learning the ropes can take a little time, although a few simple rules can keep you from stepping on any toes.*

### DOs

- Do master the new tools so you can connect with people and share your passions. *It's not about the technology or the pretty designs, it's about connecting!*
- Do be yourself, be real, be authentic. *The more you open up and be yourself, the more people can relate to you. You will attract like-minded people.*
- Do be interested in others, compliment, acknowledge, thank, praise.
- Do ask questions and opinions.
- Do be generous – Like, Comment and Share abundantly. But don't spam.
- Do be interesting.
- Do build relationships first, business will follow.
- Do give yourself a time limit. *Social Media can be a time-waster if you are not careful.*
- Do be relevant; most of the time.
- Do engage in conversations on and off your business page, use questions, value adding statements, share information, links, answers, videos, audios, comment on other conversations and posts.
- Do add value by posting links to great, inspirational, informative or funny videos, images and blog posts, along with resource information for your niche - you believe your audience will find useful, funny or inspirational.
- Do have a consistent presence on your social media pages – 1 or two posts per day or a minimum of 3 per week will keep your presence up as long as you also comment, tag, and share with other site users.

### DO NOTs

- Do not post for the sake of posting. *Make sure it is adding value to the conversation.*
- Do not be a spammer
- Do not be a stranger
- Do not be noisy
- Do not be fake
- Do not be selfish
- Do not post an advert on other business's Timelines unless you have their permission.
- Do not send marketing messages or ads in private messages.

Your social media strategy will fail because of:-

- Failure to engage
- Lack of interesting and relevant content
- Too much self-focused content
- Too much self-promotion

## MEASUREMENT

*Social media success is indicated in a number of ways, not the least of which is the amount of conversation and engagement directly on your social media channels. You need to measure residual influences especially if your target audience are 'spectators' and don't like to join in conversations. Just because you don't have 1000s of LIKES/FOLLOWERS, does not mean that your social media strategy isn't working. Use a mixture of metrics to measure and track success.*

- What metrics will you use to track your objectives?
- How often will you track?
- Do you have the systems setup to track efficiently?
- What software will you use to measure?

Suggested metrics:-

Tool	Metric
Website	<ul style="list-style-type: none"> <li>• Website visitors</li> <li>• Click-throughs</li> <li>• Bounce Rate</li> </ul> (Use <a href="#">Google Analytics</a> installed on your website)
Facebook	<ul style="list-style-type: none"> <li>• Facebook 'LIKES'</li> <li>• "People Talking About"</li> <li>• Impressions</li> <li>• Engagement</li> </ul> (Use <a href="#">Facebook Insights</a> once you have 30 fans or <a href="http://likealyzer.com/">http://likealyzer.com/</a> )
Twitter	<ul style="list-style-type: none"> <li>• Twitter mentions</li> <li>• Twitter followers</li> <li>• Retweets</li> <li>• Lists</li> </ul> (Use <a href="#">Twitter Analytics</a> or <a href="http://www.socialmention.com/">http://www.socialmention.com/</a> )
Blog	<ul style="list-style-type: none"> <li>• Blog views</li> <li>• Blog comments</li> <li>• RSS subscribers</li> </ul> (Use <a href="#">Google Analytics</a> installed on your website)
YouTube	<ul style="list-style-type: none"> <li>• YouTube views</li> <li>• Channel subscribers</li> <li>• Video views</li> <li>• Video embeds</li> <li>• Ranking on Search</li> </ul> (Use <a href="#">YouTube Analytics</a> )
LinkedIn	<ul style="list-style-type: none"> <li>• New connections</li> <li>• Profile views</li> <li>• Recommendations</li> <li>• Search results</li> </ul>



Other	<ul style="list-style-type: none"> <li>• Positive press</li> <li>• Customer contacts</li> <li>• Coupons distributed to coupons used Visitors to brick and mortar store</li> <li>• Positive word of mouth</li> <li>• Negative word of mouth</li> <li>• Delivered emails</li> <li>• Employment applications</li> </ul>
Analytics	Google analytics - <a href="http://www.google.com/analytics/">http://www.google.com/analytics/</a> Advanced Google analytics - <a href="http://www.google.com/webmasters">http://www.google.com/webmasters</a> Website Grader - <a href="http://websitegrader.com/">http://websitegrader.com/</a> Alexa rankings - <a href="http://www.alexa.com/">http://www.alexa.com/</a>

Metrics	Start Count	Finish Count

## EVALUATION

*Keep expectations realistic. A successful social media strategy takes time and effort. Starting up is easy, maintenance is the real work. Use the following to evaluate the strategy. Don't focus on numbers but rather on insights.*

### Insights:-

- Reach
- Relevance
- Authority
- Influence
- Engagement
- Interaction
- Sentiment

### Before:-

- What did you plan to do?
- What did you think would be the result?

### After:-

- What actually happened?
- How could your results have been improved?
- What did your audience think?
- What will you change?



## SOCIAL MEDIA MISSION STATEMENT

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A social media mission statement is all about why you are using social media as a marketing tool. It should include answers to the following:

- Why am I using social media channels and what will I use them for?
- How do I want to build my brand using social media?
- What outcomes do I want to see from my time (or my staff's time) on social media?
- How does social media fit into my business' overall strategy?

## SAMPLE SOCIAL MEDIA MISSION STATEMENT

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*"At ABC Pty Ltd, we will use social media to digitally connect with people and businesses, provide usable content to our connections and add value to our products and services in line with our business plan."*

## SOCIAL MEDIA POLICY

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Regardless of your business size, a social media policy, and the way your team communicates with audiences online, is critical to the success of your business.

Things to include in a Social Media Policy:-

- Responsible engagement
- To Learn
- To Contribute
- Detailed Discussion
- Open dialogue and exchange of ideas
- Be who you are
- Be thoughtful about how you present yourself in online social networks
- Speak in the first person
- Respect copyright and fair use laws
- Protect confidential and proprietary information
- Protect you clients, business partners and suppliers information
- Respect your audience
- Add value
- Don't pick fights
- Adopt a warm and approachable tone
- Use your best judgement

## SAMPLE SOCIAL MEDIA POLICY

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### 1. The Purpose

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- The same principles and guidelines that apply to employees in general, apply to activities online. However, due to the nature of the Internet, more accountability is to be expected.
- Social media is largely about connecting, helping others, and having fun.
- Social media is also a valuable resource to learn and to contribute.
- Social media is more than just Facebook and Twitter. It includes blogs, online networks, and any other Internet-based tools for sharing and discussing information.

### 2. Expectations

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- Be helpful and supportive, even while not at work.
- Be respectful to your employers, coworkers, and even competitors. (This includes past, present, and potential coworkers.)
- Each individual is responsible for what they post online, even while not at work.
- Make it clear that the words and thoughts you write online are your own and not your employer's.
- Speak in the first person (I not we) when referring to your work.
- Each individual should choose for themselves if they will use social media.
- You are legally liable for anything you write or present online.
- Employees can be appropriately disciplined and/or sued by the company for commentary, content, videos, or images that are defamatory, pornographic, proprietary, harassing, libelous, or can create a hostile work environment.

### 3. Be Respectful and Kind

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- You are encouraged to share your insights, express your opinion, and share information as appropriate, especially when it is helpful to others.
- Try to add value to what others are doing and saying.
- Please post knowledgeably, accurately, and use appropriate professionalism.
- Be quick to correct your own mistakes and admit when you are wrong.
- Do not use ethnic slurs, insults, obscenities, etc.
- Do not engage in conduct that would not be acceptable behavior.
- Be considerate of others' privacy and topics that could be considered personal, such as religion or politics.
- Do not pick fights.

### 4. Identity

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- Please be smart about protecting yourself and your privacy online.
- Your online presence reflects the company. Be aware that your actions captured via images, videos, posts, or comments can reflect that of the company.
- Unless given permission by your manager, you are not authorized to speak on behalf of the company, nor to represent that you do so.
- We discourage the use of posting online anonymously, using pseudonyms, or false screen names. We believe in honesty and appropriate transparency.
- When appropriate, please direct others to the official website and social media accounts of the company.

### 5. Protect Confidential & Proprietary Info

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- We believe in good communication between employees, partners, customers, and the general public.
- Never reveal any confidential and/or proprietary information.
- Never identify customers, partners, or suppliers by name without permission.
- Do not cite or reference clients, partners, or suppliers without their approval. If you do make a reference, link back to the source if possible.
- Always respect copyright and trademark laws, including logos.
- Do not plagiarize others.
- If you have any question on what has been released to the public, speak with your manager and/or the Public Relations department. Do so before releasing information that could potentially harm the company, our current or potential products, employees, partners, and customers.

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## MORE INFORMATION

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Follow me on social media to receive the latest information on social media marketing:

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<https://instagram.com/townsvillesocialmedia/>

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Or book a brainstorming session with me:

<http://townsvillesocial.youcanbook.me/>

