University of Tennessee at Chattanooga
Social Media Strategy Worksheet

Overall Goals

The overall goals of this social media strategy, in relation to business growth and performance, are:

1.

2.

3.

Objectives

The team will work to reach the first overall goal by working to meet the following objectives:

1.

2.

We will work to reach the second overall goal through these objectives:

1.

2.

We will work to reach the third overall goal through these objectives:

1.

2.

Target Audiences

We will aim to target the following **primary** audiences:

Name	Explanation of Demographic

When applicable and/or possible, we will aim to target the following **secondary** audiences:

Name	Explanation of Demographic

Competitor Analysis

[Competitor 1]

Social Site	URL	Follower Count	Top Post	Eng. Rate	Posting Frequency	Other Metrics

Other Important Metrics and Statistics:

Notes:

Channels

We will use the following social media channel to communicate with target audiences, working to reach marketing and overall goals.

[Platform A]

Target Audiences	
Relevant Objectives	
Relevant Overall Goals	

Competitors on Platform	

Notes:

Content

Each channel requires its own unique, ongoing content strategy to reach specific goals.

[Platform B]

Content Type	Tone	Best Sharing Times	Posting Frequency

Tactics

This strategy's tactics are largely built on distributing and promoting posts and content on specific channel. The tactics are as follows:

[Tactic 1]

Channel	
Content/Activity	
Duration/Frequency	
Relevant Goals	
Expected Results	

Notes:

[Tactic 2]

Channel	
Content/Activity	
Duration/Frequency	
Relevant Goals	
Expected Results	

Notes:

[Tactic 3]

Channel	
Content/Activity	
Duration/Frequency	
Relevant Goals	
Expected Results	

Notes:

Monitoring

We can identify opportunities for engagement, earning followers and potentially converting prospects, by continuously monitoring the following terms on our social platforms of choice:

Our Names	
Competitor Names	
Common Misspellings	
Positive and Negative Terms	

Responding

Quick and helpful responses are necessary for proper customer service on social media. Below are responses our team can use, adjust and reference when facing common situations:

Scenario	Common Examples	Set Responses
Complaint	1. 2. 3.	1. 2. 3.
Review	1. 2. 3.	1. 2. 3.
Direct Question	1. 2. 3.	1. 2. 3.
Indirect Question	1. 2. 3.	1. 2. 3.
Comment re: Competitor	1. 2. 3.	1. 2. 3.

Roles

[Role1]

[Name]

This role's duties include:

The [role] reports to the [role]. [Name] also manages [role].

[Role2]
[Name]

This role's duties include:

The [role] reports to the [role]. [Name] also manages [role].