



MELANIE STOPPLER
VIRTUAL COMMUNICATIONS

Social Media Strategy
{WORKBOOK}

What Do YOU Offer?

One of the most important parts of your Social Media Strategy is knowing who you are, what you do, and who you do it for.

What do you offer the world? Think about what you really give your clients, followers and the world.

Your Service: _____

It's Features: _____

It's Benefits: _____

Your Service: _____

It's Features: _____

It's Benefits: _____

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Target Audience: Who Loves You?

Think about your target market. Picture that one person who loves your brand/product/service.

Get clear on your industry, competition and audience. Start social stalking

Places To Find Your Target Market:

1. Facebook Groups
2. Social Media Profiles
3. Hashtags
4. Previous Clients
5. Your Competition
6. Your Industry Influencers
7. Other business that share your same target market but sell a different product or service.
8. Your dream clients.

Now research them as much as possible. Look at their social profiles, websites, newsletters, groups, etc

List as many of the following as possible:

1. Personality Traits _____

2. Things They Love _____

3. Frustrations _____

PLATFORM FREQUENCY

Now that you know who you are and who you serve it is time to decide what platform(s) you will focus on, the frequency of your posts and what your GOAL is for that platform.

*Do not try to do ALL the different platforms at once. Focus on one or two for “right now” and then think about the future. Is there potential to use any of these other platforms in the future or never? For the following platform, Facebook, Facebook Group, Instagram, Instagram Stories, Twitter, LinkedIn, YouTube & Pinterest, think about the following:

Platform: _____

Purpose: _____

Frequency: _____

Goal: _____

CONTENT

Timeline

This all about creating content that aligns with your business and your audience. Think about what is happening in your business and how can you weave it into your marketing. Think about what is happening in your target market's life and how your product or service can benefit them.

Start with a yearly timeline that highlights the important dates, events, sales, launches and holidays that are happening in your life and business. Having a clear timeline will help you to plan and execute an effective marketing strategy that speaks directly to your target market.

1. List any business activities that are important. This includes events, launches or promotions that are happening.
2. List any holidays or events happening this month that relate to your business, clients or target audience.
3. List any business activities, events or holidays coming up throughout the year.
4. The Month's Goals

Content - Topic BrainDump!

This section will be all about mapping out the topics & ideas that you are using to connect, engage and share with your followers.

QUESTIONS TO GUIDE YOUR BRAINDUMP:

1. What do you wish your audience new about you, your business or your industry?
2. What are the myths about your industry/business/service?
3. What are the most common questions your clients ask?
4. What are the biggest worries/frustrations/problems that your clients have? Does it relate to your business, industry or service?
5. Are there any recent developments or changes in the industry that are newsworthy?
6. What is your target market interested in? Think of ways you can cross reference these subjects with your business.
7. Are there any tips, tricks or advice you can offer to educate your audience?
8. Think about the upcoming events in your business or holidays coming up that you want to share with your followers?

4. Myth Busting or Facts:

5. InfoGraphics:

6. Quotes:

7. Memes or Cartoons:

8. Blogs/Vlogs:

9. Videos:

10. Articles:

11. Contests:

12. Polls or Surveys:

13. Giveaways:

14. Promotions:

15. Compliments:

16. Reviews or Testimonials:

17. Pictures from your customers

18. Lifestyle posts of yourself/business:

19. Behind The Scenes of your home or business:

20. How Tos:

Social Media Calendar

DAY	SOCIAL MEDIA NETWORK	THEMES	FORMAT	TYPE OF POST
Sunday	      <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Monday	      <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
Tuesday	      <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>			
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Post Template

The Call-To-Action (CTA): What are you trying to achieve? Looking for an answer? Want them to click on a link? Enter a contest?

Caption: Use the captions to showcase your voice and create some brand identity. Think about what your audience likes - long vs short, funny, sarcastic, serious, professional, etc

Hashtags: Use hashtags where it is appropriate to do so.

URL: Include a URL when and where it makes sense to do so.

Image/Graphic/Video (describe what you are using so you know):

Time of Post:

Commonly Used Social Media Terms

Algorithm: Calculates the authority and importance of content (Facebook Pages, Facebook Groups, Posts, Tweets, Images, Pins, etc) based on several factors — the most prominent of which is social interactions. These social site rewards engagement, so the algorithm considers the ratio of engagements to total number of followers.

B2B: Business to Business.

B2C: Business to Consumer.

Blog: A site updated frequently by an individual or group to record opinions or information.

Brand: A specific perception that comes to mind for potential and existing customers concerning the qualities and attributes of a products or services. They took to calling this perception “the brand.” What your prospect thinks of when he or she hears your brand name. It’s everything the public thinks it knows about your offering—both factual (e.g. It comes in a robin’s-egg-blue box), and emotional (e.g. It’s romantic). Your brand name exists objectively; people can see it. It’s fixed. But your brand exists only in someone’s mind.

Branding: The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising and marketing campaigns with a consistent theme. Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

Content Creation: is the contribution/creation of information to any media and most especially to digital media for an end-user/audience in specific contexts.

Content: Information designed for consumption, seasoned for enjoyment, and packaged to share.

CTA - Call-To-Action - a statement designed to elicit an immediate response from the person reading or hearing.

Engage: If you are communicating to other social media users, you are engaging.

Facebook Business Page: A Facebook profile connected to your personal account but separate for your business.

Hashtag: A "word or string of characters that starts with a number sign." Identical hashtags are then grouped into a search thread.

Influence: An individual's importance online is now measured by the Klout Score, a measurement of online influence.

Meme: A means of taking viral concepts and making them everyday lingo. Check out "Know Your Meme."

Microblogging: Short message postings from a social media account. Facebook statuses and Twitter posts are two examples.

Newsfeed: A continuous stream of updates about your friends' activities on and off Facebook. It appears on your Home page.

Organic Growth: Is the number of people who had an unpaid post from your Page enter their screen, and paid reach is the number of people who had a paid post from your Page enter their screen.

Paid Growth: A good way to promote content in order to drive earned media, as well as direct traffic to owned media properties. Paying to promote content can help get the ball rolling and create more exposure. Social Media sites like Facebook, Twitter and LinkedIn offer advertising that could potentially help boost your content as well as your website. Another way to gain more exposure for your content is to pay influencers to tweet or share your links, impacting the reach and recognition your pieces receive. Using retargeting, Pay Per Click and display ads is an effective and more direct way to drive searchers to your owned media sites like your website, to help increase traffic and/or conversions.

Platform: A system that manages content. For instance, Wordpress is a platform that manages a community of blogs or Facebook is social media platform.

Podcast: A digital audio file made available on the Internet for downloading to a computer or mobile device, typically available as a series, new installments of which can be received by subscribers automatically.

Post reach: is the number of people who had any posts from your Page enter their screen.

Search Engine Optimization (SEO): The process of organizing your website to give it the best chance of appearing near the top of search engine rankings.

Social Media: The collective of online communications channels dedicated to community-based input, interaction, content-sharing and collaboration.

Social Networks: You know this one. Facebook, Instagram, LinkedIn, MySpace, SnapChat, Twitter, YouTube and Pinterest to name a few!

Status Update: A short post you share on Facebook talking about what you're doing, thinking, or feeling at the moment. People update their status about everything from what they're eating to sharing memories about a loved one to advocating for a particular political position.

Tag: Indicates or labels what content is about.

Timeline: Your Profile Page. It contains all your posts, your photos and videos, a list of your friends, your favorite activities and interests, and any biographical info you've chosen to share. This is where your friends can leave you messages and where you can update the world with anything you feel like sharing.

Traffic: This refers to the visitors that visit a website and it's all we talk about these days. A bit of advice: You must decide if traffic to your site is really that important to your organization, or if engaging with a loyal customer matters more.

Transparency: Social media users expect to engage in considerate online conversations with individuals and businesses. We all aspire to be transparent, but are we?

Trending: A word, phrase or topic that is popular on Twitter at a given moment.

Tweets: Posts made on the social media site Twitter

Viral: Anything shared across social networks that get passed along rapidly. YouTube videos are a great example.

Vlog: A video blog or video log, usually shortened to vlog, is a form of blog for which the medium is video, and is a form of web television. Vlog entries often combine embedded video (or a video link) with supporting text, images, and other metadata.