



## DEFINING YOUR AUDIENCE

WHO ARE YOU TALKING TO?

Age(s) \_\_\_\_\_ Gender(s) \_\_\_\_\_

Other characteristics: \_\_\_\_\_ Location: \_\_\_\_\_

WHAT IS IN IT FOR THEM?

\_\_\_\_\_

WHAT TYPE OF TECHNOLOGY DO THEY USE MOST? THE LEAST?

\_\_\_\_\_

## DEFINING YOUR GOALS

WHAT RESULTS DO YOU HOPE TO GET? (BUSINESS GOALS, LIKE "INCREASE WEB HITS TO 2,000 PER MONTH")

**SMART rule: all objectives should be Specific, Measurable, Attainable, Realistic and Timely.**

\_\_\_\_\_  
\_\_\_\_\_

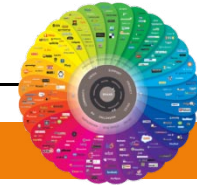
HOW WILL YOU KNOW IF THE GOALS ARE MET? (WHAT MEASUREMENTS WILL YOU USE?)

\_\_\_\_\_  
\_\_\_\_\_

WHAT IS THE TIME FRAME TO START THE CAMPAIGN AND MEET THESE GOALS?

Start: \_\_\_\_\_

End: \_\_\_\_\_



**DEFINING YOUR STRATEGY**

WHAT SOCIAL MEDIA TOOLS WILL HELP YOU MEET YOUR GOALS?







\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

	Text	Pictures	Video	Feedback
	Short	Yes	Yes	Yes
	140 characters	No	No	Yes
	No	No	Yes	Yes
	Long	Yes	Yes	Yes
	Short	No	No	Yes
	Yes	Yes	Yes	Yes

WHAT TYPE OF MEDIA DO YOU WANT TO POST (TEXT, PHOTOS, VIDEO)?

\_\_\_\_\_

\_\_\_\_\_

WHO WILL UPDATE THE SOCIAL MEDIA SITES?

\_\_\_\_\_

\_\_\_\_\_

HOW OFTEN WILL CONTENT BE POSTED?

\_\_\_\_\_

	Campaign 1	Campaign 2	Campaign 3
Campaign name			
Audience(s)			
Content type(s)			
Social Media tools			
Time Frame			
Responsible Persons			
Analysis tool(s)			
Data type(s)			
Success Measure			