



Social Media Strategy Plan Template

1. Objectives

Describe your organization's objectives for your social media plan using SMART (Specific, Measurable, Attainable, Relevant, and Timely) strategy.

Objective 1:	
Objective 2:	
Objective 3:	

Describe how these objectives support your organization's mission:

Describe what you learned from benchmarking similar organizations and their social media objectives. How are these goals a logical evolution of your communications/marketing strategy?



2. Audience

Identify the audience segments you hope to reach below:

Segment	Description	Objective
Target Audience 1:		
Target Audience 2:		
Target Audience 3:		

3. Internal

Describe how the social media plan will be reviewed and received by senior management and board members. What questions do you anticipate?

Describe or attach your social media policy – and process for ensuring it is an active, living policy.



4. Content Integration

Where does a social strategy make the most sense? Where can it enhance existing marketing, program, or communications strategy?

Channel	Social Integration
Website	
Live Events	
Email	
Print	
Mainstream Media (MSM)	

Identify content assets that can be repurposed, remixed, or recycled for your social media strategy.

5. Listening and Audience Research

Summarize what you learned about your audience from the social media audit, secondary or primary research, and listening techniques. Why are you focusing on these audience groups? What is your plan for ongoing monitoring and scanning during implementation?



6. Social Strategy

Please describe your social strategy:

- Engagement
- Promoting
- Social Content
- Network Building

7. Tool Selection and Techniques

Describe the specific tools you'll be using to implement your social media strategy. Why did you select to use these tools?

Tool	Use
Facebook	
Twitter	
Blog	
YouTube	
Add More	



8. Measurement

Describe your metrics for success. What specific data points will you collect and how will you collect and analyze this information? How will you use it to document return on investment?

9. Staff and Training

Who will be responsible for implementation? How many hours per week? What specific job description and responsibilities? What training will you provide?

10. Evaluation and Piloting

Please describe how you will monitor and evaluate your social media plan. How will you use data to improve your practice? What small piece of this plan will you pilot? Identify your pilot target audience. How will you collect and implement feedback?



11. Timeline

Please include a timeline for major tasks.

12. Budget

Please provided a detailed a budget of how you will use funding to implement your plan.

