



# Social Media *Content Strategy*

 CoSchedule

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# How To Use This Template

This template is best used as a companion to our blog post titled How To Develop A Winning Social Media Content Strategy:

<http://www.coschedule.com/blog/social-media-content-strategy-template>

Use the post linked above as a reference point to complete this template. By the time you're done, you'll have a fully documented content strategy for your social media marketing efforts.

# **Step 1: Establish Goals**

# Understand Why You're On Social Media

Knowing what you want to achieve on social media is the first step toward success. Identify business objectives social media can help you achieve. Then, list social objectives that support those goals.

Business Objectives	Social Objectives

# Establish Specific Goals

Describe the challenges you face, why your goals are important, and how you intend to achieve them ...

Goal	Deadline

## **Step 2:**

# **Social Media Audit**

## 3-Step Social Media Audit

Which social media networks are we on? List them:

List abandoned accounts to remove (if any):

List duplicate accounts to merge (if any):



# Social Media Account Inventory

[illegible]

# **Step 3: Establish Your Target Audience**

# Build Your Persona (Slide 1 of 2)

**Persona Name:**

**Job Title:**

**Age:**

**Gender:**

**Income Level:**

**Location:**

**Interests & Hobbies:**

# Build Your Persona (Slide 2 of 2)

**Challenges & Aspirations:**

**Favorite Blogs & News Sources:**

**Persona Summary**

**[Insert one or two paragraph character summary here. How would your target customer or audience member describe themselves?]**

- **Customer Quote**
- **[Insert a real quote from a real customer that represents something your persona might say]**

## **Step 4: Competitive Analysis**

# Competitive Inventory

[illegible]

# Top Ten Competitor Analysis (Fans/Followers)

[illegible]

# How Can You Out-Do Your Competition?

## What We Can Do Better

- List what you can do better than your competition

## What We Can Do Differently

- List what you can do differently than you competition



# **Step 5: Establish Brand Voice & Tone**

## Brand Voice Description

Describe your brand's voice and personality here:

**Social Media Tag Line (3 words to describe your social brand voice):**

[INSERT ADJECTIVE 1]

[INSERT ADJECTIVE 2]

[INSERT ADJECTIVE 3]

**Social Media Mission Statement:**

[INSERT YOUR BRAND] creates social content to [INSERT BENEFIT] for [INSERT AUDIENCE].

# **Step 6: Social Media Content Strategy**

# Content Curation Source List

## Trusted Content Sources

List trusted sources you'll share content from ...

[illegible]

# What Social Media Content Will We Create?

**Content Types We Will Create:**

List here ....

**Content Types We Will Curate:**

List here ...

# What Purpose Will Our Content Serve?

## Original Content

- ☐ Entertain
- ☐ Inform
- ☐ Promote products/services
- ☐ Promote content (blog posts, ebooks, landing pages, etc).
- ☐ Promote partners
- ☐ Promote contests

## Curated Content

- ☐ Entertain
- ☐ Inform
- ☐ Promote products/services
- ☐ Promote content (blog posts, ebooks, landing pages, etc).
- ☐ Promote partners
- ☐ Promote contests

# Social Media Posting Frequency

Network	Posts Per Day	Posts Per Week
Facebook		
Twitter		
Google+		
Pinterest		
LinkedIn		
Instagram		

# Social Media Calendar Strategy

**List upcoming events, product launches, and important dates to add to your content calendar:**

[ ]  
[ ]  
[ ]  
[ ]  
[ ]  
[ ]  
[ ]  
[ ]  
[ ]

**Our content calendar will include:**

[Insert %] Original Content  
(Informative)

[Insert %] Original Content  
(Promotional)

[Insert %] Curated Content



# **Step 7: Social Media Marketing Measurement**

# Choose Which Metrics To Monitor

## Facebook

- ☐ Likes
- ☐ Shares
- ☐ Comments
- ☐ Clicks
- ☐ Engagement Rate
- ☐ Referral Traffic
- ☐ Video Views
- ☐ Conversions

## Instagram

- ☐ Follower Count
- ☐ Likes
- ☐ Comments
- ☐ Referral Traffic

## Twitter

- ☐ Likes
- ☐ Retweets
- ☐ Replies
- ☐ Referral Traffic
- ☐ Conversions

## Pinterest

- ☐ Repins
- ☐ Referral Traffic
- ☐ Conversions

## LinkedIn

- ☐ Likes
- ☐ Comments
- ☐ Replies
- ☐ Referrals
- ☐ Conversions

## Google+

- ☐ Followers
- ☐ +1's
- ☐ Referrals
- ☐ Conversions
- ☐ Comments
- ☐ Shares

# Measurement Checklists

## Key Metrics (list):

☐ Configured Google Analytics to track social media traffic and conversions

☐ Configured other third-party social media analytics tools

☐

# 90-Day Progress

Network	Page Likes / Followers	% Growth	Referral Traffic	Conversions
Facebook				
Twitter				
LinkedIn				
Google+				
Pinterest				
Instagram				

# Notes & Findings

What went well with our strategy?

What went wrong with our strategy?

How can we improve our strategy?