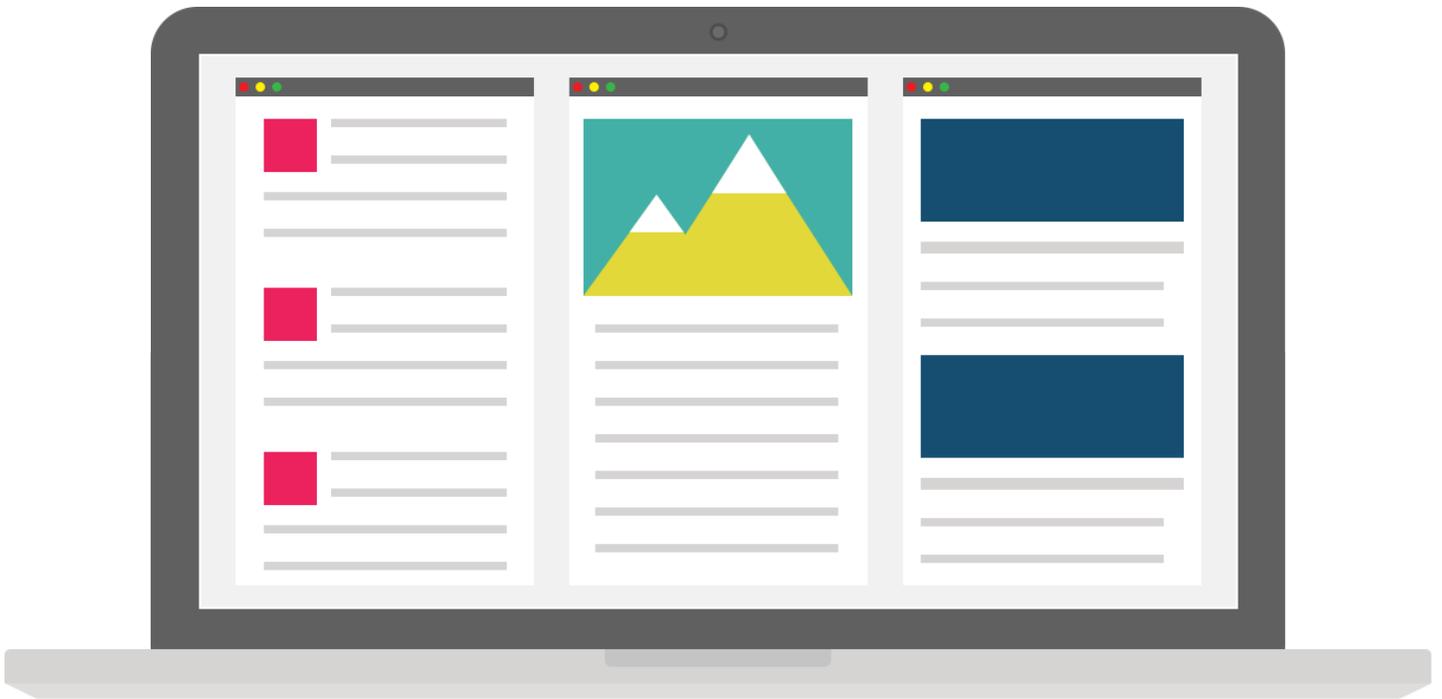


# HOW TO CREATE A SOCIAL MEDIA STRATEGY



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Thank you, thank you, **thank you** for subscribing to my newsletter and downloading a copy of my ebook **How to Create a Social Media Strategy**. You are one of a kind. :)

I want you to read this book cover to cover and use everything in it to create your social media strategy and really rock it with social media.

If you have any questions about any of the pages in this workbook, please visit **chloesocial.com** or email me at **chloe@chloesocial.com**.

# GETTING STARTED

## HOW TO USE THIS BOOK

This is a guided workbook meant to help you create your own social media strategy. By reading the basic overviews, filling out each of the worksheets, and putting them all together, you'll have your own working social media strategy. This will allow you to put less effort into your social media and more into your own business.

## WHAT YOU WILL GET OUT OF THIS BOOK

This book is meant to help you get a head start on your social media marketing. By taking the time at the beginning to put together your social media strategy, you will be saving time and money in the long run by seeing success with your social media.

## WHO THIS BOOK IS FOR

If you use social media for a business or blog, then this book is for you. Because you need to make sure that you're doing so the right way and in a way that's going to benefit you. Otherwise you could be spending time on something that isn't worth the investment.

Social media *is* worth the investment as long as you do social the right way.

# WHY YOU NEED A SOCIAL MEDIA STRATEGY

So maybe you're not quite convinced. Maybe you're thinking, "A social media strategy? That just sounds like a boat-load of work for no reason. I've got too many other important things to think about than a social media strategy. Who needs a strategy for posting on their social media?"

Well, my friends, if you want to be successful with your social media, **you need a strategy**. Plain and simple. Here's why:

## STRATEGY HELPS YOU TO POST WITH PURPOSE

What are you gaining out of posting just for the sake of posting or posting without really knowing what your target market actually wants to see? Nothing.

Creating and implementing a social media strategy allows you to put a purpose behind each and every social media post. It helps you with your content creation and curation, it helps you determine which posts perform better than others, and it helps you to gain a loyal following and increase sales and revenue in the long run.

## STRATEGY ALLOWS YOU TO DEFINE YOUR TARGET MARKET & HOW BEST TO REACH THEM

Have you really considered where your audience is online? What if you've been focusing on your Instagram when your ideal customer loves Twitter?

More importantly, have you ever taken out the time to pinpoint exactly what type of audience you're trying to attract? You can't appeal to everyone and you shouldn't ever try. Creating a social media strategy allows you to depict the exact type of client or customer you're trying to woo.

# **“POSTING ON SOCIAL MEDIA WITHOUT STRATEGY ISN'T MARKETING, IT'S SPAM.”**

## **STRATEGY HELPS YOU TO UNDERSTAND WHAT WORKS & WHAT DOESN'T**

By looking at competitor social media engagement and your own insights, you're able to determine what your target audience loves and what they're not so crazy about. This helps you not to waste time by posting content that your audience just isn't going to love and spend more time posting content that they absolutely will.

# WHAT ARE YOUR SOCIAL MEDIA GOALS?

“Winging it” isn’t a phrase that should ever be used in the same sentence as your social media strategy. You need to have clear goals in mind for any business/marketing plan and your social media marketing is no different. Without defining what exactly it is that you want to accomplish, you’re not going to be able to get there.

What are three goals that you want your social media marketing to do for you? Be sure to determine specific and attainable goals. Don’t go crazy and say that you want to gain a million followers by the end of next month. Not saying it’ll *never* happen, but...probably not.

Examples of good, concise goals would be “To increase social traffic by at least 15%” or “Build your social audience by 100 followers each month.”

Write down your top three social media goals:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

SET SOME GOALS,  
**THEN**  
DEMOLISH  
**THEM**

# WHICH SOCIAL MEDIA PLATFORM(S) DO YOU NEED TO BE ON?

Repeat after me: **I do not need to be on every single social media platform available to me.**

Why not? Well, frankly, because that's just time consuming as hell and it's most likely that your target audience isn't going to be on **every single social media platform available to you**. If you're DIYing your own social media marketing, then you need to utilize the platforms that are going to do the most for you in the least amount of time so that you can spend the rest of your time on your business.

Use this guide to decide which platforms will be most beneficial to you.

## FACEBOOK

This one really is a must-have for everyone; however, you should only expect good results from Facebook if you have the capital to put behind it. Luckily, Facebook advertising doesn't cost much for the results it provides.



## TWITTER

This is another platform that doesn't really cater to any niche and anyone can benefit from being active on Twitter. Take advantage of Twitter chats.



## INSTAGRAM

If you're in an industry that provides something visually appealing, then this platform is for you. This can range from anything like design and photography to food and fashion.

## PINTEREST

People equate this platform to the DIY/recipe/homemaking niche more than anything. However, I say that if you have a blog for your business, then you need to take full advantage of Pinterest and its traffic-driving potential.



## GOOGLE+

This is the platform for professionals, techies, and bloggers. If you choose to use this platform, take full advantage of the Google+ Communities.



## LINKEDIN

If you're a B2B service provider or a freelancer, then you absolutely need to be on LinkedIn. Not only is this a powerful social network, but it's an incredible place to find work.



## YOUTUBE

This platform is great for infopreneurs because you can not only **write** awesome informational content, but you can also turn it into video and reach an entirely new audience. This is also a great medium to use if you create tutorials or want to showcase your physical products.

# SOCIAL MEDIA AUDIT

Now it's time to go through all of your social media and evaluate your past progress. Use this checklist as you review each of your accounts.

- 1 Create a spreadsheet with the login/password information for all of your current and past social media accounts.
- 2 Deactivate all old accounts.
- 3 Make sure that no one else is using your brand name without your knowledge/permission. Use [www.knowem.com](http://www.knowem.com) to check your unused social media sites.
- 4 Reserve your brand name on all social media networks—even ones you don't use or plan to use.
- 5 Make sure that all of your profiles are complete and up to date.
- 6 Make sure that all of your social media handles/names match.
- 7 Look at social media profiles for 5 of your favorite influencers and take notes on what they do that you love or what you would do differently.
- 8 Evaluate the past 3 months of your posts and look at which types of posts performed better than others.

# BRAND YOUR SOCIAL MEDIA

Sure, you probably already have a great brand for your website/blog. But the best way to have a cohesive brand that allows your readers to *always* know whether something belongs to you is to bring that branding into your social outlets—colors and fonts and everything in between. We'll separate each task out by social network.

## FACEBOOK

### 1. Profile Photo:

- **If you are a blogger or solopreneur that offers services**, this should be an image of yourself.
- **If you own a business that sells products**, this should be your business logo.
- This should be the same for all social media outlets.

### 2. Cover Photo:

- Use your blog/business logo as your cover photo, **OR**
- Use a design that promotes your latest product or service offering.
- **Image Dimensions:** 851x315px

### 3. App Photos:

- Use **WooBox** to install apps for your other social networks onto your Facebook Page.
- Change the **Custom Tab Image** for each app to an image that fits with your brand.
- **Image Dimensions:** 111x74px

## TWITTER

### 1. Profile Photo:

- See **Facebook**: This should be the same for all social media outlets.

### 2. Cover Photo:

- See **Facebook**.
- **Image Dimensions:** 1500x500px

### 3. Links:

- Change the **Theme color** in your Twitter design settings to the same link color on your website/blog and remove your background image to give your Twitter profile a similar look to your website/blog.

### 4. Twitter Photos:

- Create blog post images that are Twitter specific so that the whole image can be seen without clicking through.
- **Image Dimensions:** 600x300px, or any larger 2x1 ratio

## INSTAGRAM

### 1. Profile Photo:

- See **Facebook**: This should be the same for all social media outlets.

### 2. Instagram Photos:

- Use a consistent style throughout all of your Instagram images. Will you use a lot of white space? Pastels? Pops of color?

### 3. Quotes/Product Announcements:

- Create a template to reuse for all quotes/product announcements that you post on Instagram that uses your website/blog's design aesthetics.

## PINTEREST

### 1. Profile Photo:

- See **Facebook**: This should be the same for all social media outlets.

### 2. Board Covers:

- Create images that incorporate your website/blog's design aesthetics to use as the board cover for each of your pin boards, **OR**
- Choose board covers that correlate with your design. For example, I use a lot of pink in my own blog design (my blog & Twitter themes are both a nice shade of coral), so each one of my pin boards has some kind of pink in it.
- **Image Dimensions:** 217x147px

## GOOGLE+

### 1. Profile Photo:

- See **Facebook**: This should be the same for all social media outlets.

### 2. Cover Photo:

- See **Facebook**.
- **Image Dimensions:** 1080x608px

## LINKEDIN

### 1. Profile Photo:

- See **Facebook**: This should be the same for all social media outlets.

### 2. Personal Background Photo:

- Same as **Cover Photo**. See **Facebook**.
- **Image Dimensions:** 1400x425px

# CREATE A CUSTOMER PROFILE

Who is it that needs your product? And I mean *really* needs it. One of the first ways to fail in a business is by trying to market to everyone. In fact, the best way to really know who you're targeting is by creating a customer profile and getting extremely precise with who you know needs your product (or service!). Use these questions to help you:

## Demographics:

- Age:
- Gender:
- Education level:
- Income level:
- Job rank (entry-level, senior, CEO, etc.):
- Industry/niche:

## Behavior:

- Personality:
- Interests/hobbies:
- Passions:
- Likes/dislikes:
- Favorite book/magazine/TV show/movie:

## Location:

- What website(s) does he/she spend the most time on?
- Where is his/her favorite place to hang out?
- Where does he/she live (rural vs. urban, etc.)?

## Business:

- Where does he/she research a product/service he/she is interested in?
- What is his/her problem and why does your product/service solve it?
- Why would he/she want to follow you on social media?
- Where are you going to reach him/her?
- What does he/she want to see online?

After compiling all of this information, create a profile/overview of your customer (as specifically as possible) with just a paragraph or two.

# ANALYZE COMPETITORS

Make a list of **5** bloggers/solopreneurs that you would consider your competitors. Choose **3** individuals who have been in business around the same amount of time as you and have a similar following to you. Choose **2** individuals who have been in business longer than you have and have a greater following and, probably, greater revenue. Use the following pages as you go through each person's social media.

**NAME/BUSINESS NAME:**

Facebook URL: \_\_\_\_\_ Twitter Handle: \_\_\_\_\_  
Instagram Username: \_\_\_\_\_ Pinterest Username: \_\_\_\_\_  
Other: \_\_\_\_\_

**HOW MANY FOLLOWERS:**

Facebook: \_\_\_\_\_ Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_ Pinterest: \_\_\_\_\_  
Other: \_\_\_\_\_

**NOTES ON ENGAGEMENT:**

On average, how many posts get engaged with on each social network and by how many people? Include anything else you notice about this person's engagement on their social media.

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## POSTING FREQUENCY:

List the dates of the last 5 posts on each social media.

Facebook:	_____	Twitter:	_____	Instagram:	_____	Pinterest:	_____
	_____		_____		_____		_____
	_____		_____		_____		_____
	_____		_____		_____		_____
	_____		_____		_____		_____

Other: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## TYPES OF POSTS & PERFORMANCE:

What are the types of things that this person shares on each social media? Note any distinctions between types of posts and social media. Also note which types of posts perform better than others.

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**LOVE & HATE:**

What does this person do on social media that you love? What do they do that you don't love or would do differently?

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**ANALYSIS:**

Based on your evaluation of this person's social media, what works and what doesn't? What did you see that you want to implement into your own social media strategy?

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# FIND YOUR VOICE

Self-promotion (or any kind of promotion, really) can be weird and sometimes our words and sentences can come off stiff and unlike how we normally speak. Finding your social media voice and sticking to it helps all of your posts to be cohesive, sound exactly like you, and not be overly promotional.

Here are three tips to help you find your social media voice:

## 1. Act like you're talking to a friend.

For some reason, so many people adopt this whole "other personal" when they're online. They think they have to be someone different from who they really are when they're on social media for business.

Don't do that.

In order to really develop a consistent social media voice (and to really allow your audience to get to know and love **you**), then you need your voice on social media to be the same as you speak in real life.

### **Example:**

You might normally post, "Wow, check out this awesome tutorial by so-and-so blogger!" but in real life, the word "Wow" has never come out of your mouth.

Say what you *really* want to say about this article out loud. Instead, it might sound more like, "Guys, I have never seen a more informative blog post in my life. You need this now."

Doesn't that sound so much better?

## 2. Think about your natural voice.

What does it sound like? If you were to sit down and pick three words to describe your voice, what would they be?

And now think about it the other way. What are three words that *do not* describe your voice at all? Three words that describe the type of voice that you try to stay away from when you're speaking?

Keeping these adjectives in mind every time you're posting to your social media will help you to stay consistent with your voice and brand.

**My Voice:**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**NOT My Voice:**

- 1. \_\_\_\_\_
- 2. \_\_\_\_\_
- 3. \_\_\_\_\_

**3. Try this exercise.**

The point of the exercise below is to allow you to use your own voice in action. It will help you to come up with social media posts quicker and more naturally.

- 1. Think fast. What do you do if a zombie breaks into the room right now?
- 2. If you shared this image on your Facebook Page, what would be your caption?



3. A fellow blogger/business owner has just given you the compliment of a lifetime. How do you respond?

**Fill in the blank:**

4. When someone lands on my blog/website, I want them to:

5. When there is no food in my refrigerator, I want to:

6. If you try to wake me up in the morning before I'm ready to be up, I will:

7. If I could only watch one video for the rest of my life, it would be a video of:

8. If my workplace isn't immaculate:

9. My blog/business is important because:

10. List 5 things that your blog/business values.

Sure, these may seem like silly questions. But you want to bring out the real **you** in your answers. And then you want the same voice in your answers to be reflected in your social media posts.

# DEVELOP YOUR CONTENT STRATEGY

All of the work that we've done so far is finally going to get put to use while developing your content strategy. This is ultimately the most important part of your entire strategy. Now it's time to decide what kind of content you are going to post and how often you are going to post.

There are several different categories of content types that you can choose from:

## HUMOR

This is one of my favorite categories because this can seriously be *anything*. Memes, funny BuzzFeed articles and videos, and *so much more*. Make your followers laugh and they'll love you.



## QUESTION OF THE DAY

Engage with your audience by asking them questions. This could be something random, like "What TV show are you currently binge-watching?" or it could be something business-related, like "What would you like to see for my next blog post?" and include four options.



## INSPIRATIONAL

Join in on #MotivationMonday every once in awhile and give your followers a dose of inspiration. This could be an image, video, speech snippet, or a quote.



## INFOGRAPHICS

You can choose to create your own infographic or share an awesome one that you've found online that still pertains to your industry.

## WEEKLY HOMEWORK ASSIGNMENT

I'm a sucker for busy work/adult homework (as I'm sure you can tell after going through this guide), so of course I love these! Share a small "homework assignment" for your followers to complete this week. For example, if you're a web designer, you could post an assignment for your followers to clean up their blog/website's sidebar this week.



## HOLIDAYS/CURRENT EVENTS

Holidays are a great time to get creative with your social media posts. Create a graphic to wish followers happy holidays or share fun articles pertaining to the holiday.



## DISCOUNTS/FREEBIES

Sharing little goodies with your social media followers is always a great way to reward them. The next time you launch something, you could offer only your Twitter followers a 25% discount or something special like that.



## CURATED CONTENT

Remember the 80/20 rule of social media: Share 80% of curated content, or helpful links that are not your own, and 20% of your own content. You might be thinking, why would I want to share anyone else's content on my own social media? Well, because it helps to establish yourself as an expert in your industry, rather than a self-promoting snooze. (And I mean that in the best way.)



## QUOTES

Create your own quote graphic or share an awesome quote that you've found. Great way to amp up your audience!

## ANNOUNCEMENTS

If you have anything new to announce pertaining to your business, doing this on social media and is a great way to amp up your followers and send excited traffic to your website.



## BEHIND-THE-SCENES

People *love* to see behind-the-scenes photos. Whether you share photos of an upcoming product, sneak peeks of a new website, or just your office space or planning process, your followers will eat it up.



## YOUR BLOG POSTS

And finally, of course you want to share your own created content from your website.

Make sure that all of the content that you share on your social media is relevant to your industry. You have created your customer profile, so use it to understand what your target audience *really* wants to see. What is really going to strike your customer's fancy?

Your next step is to decide how often you will post to each social media platform you plan to use. I recommend the following schedule:

**Facebook:** 1-2 times/day

**Twitter:** 5-10 times/day

**Instagram:** 2-5 times/week

**Pinterest:** 5 times/day

**Google+:** 1 time/day

**LinkedIn:** 1 time/weekday

**YouTube:** 1 time/week

# CREATE AN EDITORIAL CALENDAR

The last thing that you need to do before you complete your strategy is to create an editorial calendar for your social media. There are many ways to do this, so this could be different for everyone.

## Choose your medium for your calendar.

A social media calendar is different from a blog post editorial calendar, in that it is something that should be kept online. There are several different online tools that you can use: Google Docs, Evernote, CoSchedule, and more. Decide which tool will work best for you.

Personally, I use a new Google Doc for each month and create a chart for each day of the month, then plan out my social media posts that way. This makes it easy to copy and paste when I go to schedule posts as well as include images pertaining to each post.

## Create your social media posts.

Sit down for half an hour each week crafting your posts. Search through your favorite blogs for good posts to share, check out Pinterest for funny memes and helpful infographics, or go back through links you've bookmarked for a later date. Create captions for each post in your editorial calendar.

## Schedule your posts.

Now it's time to choose your scheduler. I'm a huge advocate for **Buffer**, but other options include **Hootsuite**, **Devology**, **Meet Edgar**, and **Sprout Social**. Sign up for or log into your scheduler of choice and schedule your posts for optimized times during the week.

## HOW TO FIND THE BEST TIMES TO POST:

### Facebook:

Step 1: Go to your Page

Step 2: Click **Insights** > **Posts**. This shows you the times that your audience is actually online.

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Step 3: Look for the largest peak in online fans. Around 30 minutes to an hour before that peak is when you should schedule your posts. This changes constantly, so come back each week to make sure you're sharing your Facebook posts at the best time.

**Twitter:**

Step 1: Sign up for **Tweriod**.

Step 2: Utilize their free analysis (your first 1000 followers—after that, choose their premium analysis) to determine when your Twitter audience is online.

Step 3: If you use Buffer, you can sync your posting schedule directly from Tweriod.

**Instagram:**

This one's easy—you can post at any time that you please.

**Pinterest:**

2-4PM each afternoon

8-11PM each night

**Google+:**

8-11AM each morning

**LinkedIn:**

During work hours

## **You're all done!**

You have successfully created your own social media strategy. Going forward, this will help you to understand what you should be sharing with your audience and make sure that you are posting with purpose.

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