



## **Social Media Strategy**

Who is your audience?

What are your top three social media goals?

What are four words that describe your brand?

What are three words that you hope are never associated with your business or brand?

Describe your on-line voice/persona.



## **Social Media Plan**

What platforms will you use?

What's your lead time?

How often do you plan to post on each platform?

What are other specific factors that impact your social media presence?