

SOCIAL MEDIA STRATEGY PLAN

Before you go ahead and share your fantastic social media content with your audience, follow this simple social media strategy to make sure you're making the most of your content.

First, find out where your audience is actually hanging out on social media. Go ahead, search a bit, and write them down (networks, groups, forums, lists, blogs, etc.)

Find your own preferred networks. Here's my top Three:

Instagram	Facebook	Linked In
Highly visual platform for static images and short videos. Visual and inspirational content.	Sends more website referral traffic than any other social media platform. Geared towards both news and entertainment.	Professional network. Used successfully for sharing industry news, articles, thought leadership, and general professional content.

My preferred social media networks:

Make sure your created content **connects** with one of these:

- Helping my audience connect with others
- Helping my audience feel informed
- Entertaining my audience

Include awesome **visuals** in the content you share, and check the following:

- This message has a visual (image, graphic, or video)
- This visual is actually well done and sized appropriately for the social network
- This visual has minimal text and will be legible even on mobile devices

Optimize your **messages** for each social network, and check the following:

- This Facebook post shares entertaining content that engages my audience, or shares useful tips to help my audience with a 100-character (or less) message.
- This LinkedIn post shares business news, or thought leadership content, with a short message that explains why my audience should engage.
- This Instagram post shares inspirational visual content that reinforces my brand identity, with a short message that explains why my audience should engage.

Review your social media posts to measure success in terms:

- Increased Engagement
- Increased website traffic
- Increased Sales