



My Social Media Strategy

Goals:

- 1.
- 2.
- 3.

Platforms:

Tools/Apps:

Objectives: (the steps you will take to reach your goals)

- 1.
- 2.
- 3.
- 4.
- 5.

Posting Frequency:

Platform 1:

Platform 2:

Platform 3:

Platform 4:

Websites/Pages to share content/gain inspiration from:

Content Buckets:

Budget:
Paid Advertising:

Budget:
Contractors/Artists/Freelancers:

Analytics:
Key measurements:

- 1.
- 2.
- 3.
- 4.
- 5.

Frequency of reports:

Contributors:

Notes:

