

# Social Media Strategy Worksheet

A social media marketing strategy is a summary of everything you plan to do and hope to achieve. It guides your actions and lets you know whether you're succeeding or failing. Every post, reply, like, and comment should serve a purpose. Use this worksheet to help put voice to what you are trying to achieve.

**WHO** is your target audience?

*Who are you trying to reach? Be as specific as possible.*

**WHAT** is the objective of the message?

*What are you trying to accomplish by communicating with this audience?*

**WHAT** is your message?

*Where do you plan to put your method forth? Be specific.*

**WHAT** social channels will you use?

*Where do you plan to put your method forth? Why? Be specific.*

**HOW** will you position the content for your target audience?

*What does your identified audience want to hear from you? How do you know this?*

**WHAT** are the best practices for this presence?

*How do you plan to adhere to the IEEE Social Media Policy and Guidelines?*

**WHO** can post content?

*Who will be maintaining site daily? Who needs to approve content?  
Who will be monitoring analytics?*

## ADDITIONAL RESOURCES

- › **Getting Started with Social Media Guide**
- › **Posting Best Practices**
- › **IEEE Brand Experience Site**

