

SOCIAL MEDIA STRATEGY GUIDE

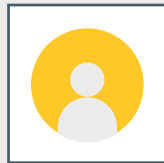
The most common conundrum is what do I post today? Use this workflow sheet to define your social media goals and create a clear strategy. Use this in combination with the content planning guide and you'll never run out of ideas and content. Make sure to update and revise this to reflect your business goals.



STEP 1
KNOW YOUR PURPOSE



STEP 2
IDENTIFY BUSINESS GOALS



STEP 3
IDENTIFY AND STUDY TARGET AUDIENCE



STEP 4
STUDY COMPETITION AND FIND YOUR USP



STEP 5
CREATE BRAND VISUAL IDENTITY



STEP 6
DEFINE TONE OF VOICE

