NAME	
BUSINESS	

THE MALTING HOUSE MARKETING & DESIGN



SOCIAL MEDIA STRATEGY WORKSHEET

WHY ARE YOU USING EACH CHANNEL?	OVERALL 414	YOUR AUDIENCE – WHO ARE YOU TALKING TO?	YOUR ACTIONS – BUILD YOUR STRATEGY
f •		f	HOW WILL YOUR AUDIENCE FIND YOU?
•			•
y			HOW OFTEN WILL YOU CHECK FOR COMMENTS, TAGS, DMS?
•	MALL REDIA!	•	•
	AHL PRE YOU USING SOCIAL MEDIA?		WHAT HASH TAGS WILL YOU WATCH? •
•	CONSIDER WHAT YOU WANT TO ACHIEVE FOR EACH POST	•	•
•	ACHIEVE With every post you write,	•	•
in •		in •	9 .
•	Is this post accessible?	•	WHAT WILL YOU LIKE & SHARE?
	What does it look like on mobile/desktop? ANALYTICS		HOW WILL YOU RESPOND TO
•	What was the reach for this post?	•	CONTENT FROM OTHER PEOPLE?
•	with an alternative version?	<u> </u>	•

