

Social Media Strategy Checklist

This checklist is a suggested list. The list should be customized for your social media strategy as you see fit.

Initiatives

- What are your objectives?
- How does your use of social media align with your goals?
- Which social media platforms will you engage on?
- What type of content will you engage your audience with?
- How will your social media integrate with traditional media like print?

Audience Analysis

- What is your target demographic?
- What platform(s) does your target audience currently use?
- How does your audience access the Internet (computer, mobile, etc)?
- How fast is the bandwidth for your average user in your country?
- What topics are your target audience most interested in?
- How will you market your social network?

Human Resources

- Do you have someone on your staff that can dedicate themselves to this?
- How many people will manage your social network(s)?
- What are the hours of operation for your community management?
- What (if any) is the approval process for posting content online?
- Do you have someone on your staff that can dedicate themselves to this?

Metrics and Reporting

- How will you determine success?
- Who will you report your social media activity to?
 - How often?
 - In what format?
 - At what point in the week?
- **Activity:** What is the total number of outbound activities that has been shared, published or communicated to your users?
- **Reach:** How large has your community grown?
 - How many “impressions” does your engagement generate?
- **Engagement:** What is the overall quality of your interactions with your audience on your social networks?

