

# *MANAGING YOUR SOCIAL MEDIA* **EFFECTIVELY**



## ***BRAINSTORMING SHEET***



Choosing to embark on a social media marketing campaign is only part of the issue. You have to go in with a real plan of action, understanding your goals, objectives and the tactics that you will use to create success. This checklist along with explanations should help you create a social media marketing plan that gets the results you want.

**My main vision for my business is:** \_\_\_\_\_

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**My target audience is:** \_\_\_\_\_

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**My audience uses the following social media:** \_\_\_\_\_

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**My main competition is:** \_\_\_\_\_

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**My unique selling proposition is:** \_\_\_\_\_

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**My over arching goal for this campaign is:** \_\_\_\_\_

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**My resources include: (tools, software, money, contractors, etc...) \_\_\_\_\_**

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**The tactics (actions) I will take include:** \_\_\_\_\_

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**The metrics I will measure are:** \_\_\_\_\_

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Fill out this worksheet before starting on your social media marketing plan. It will help you identify important information essential to developing and implementing an effective social media marketing plan.