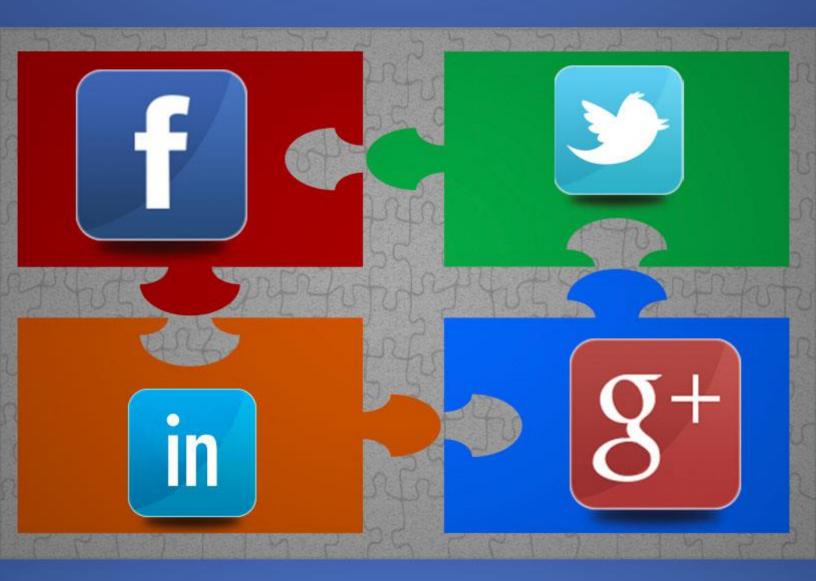
MANAGING YOUR SOCIAL MEDIA



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:		
My target audience is:		
My audience uses the following social media:		
My main competition is:		
·		
		
My unique selling proposition is:		
-		
My over arching goal for this campaign is:		
My resources include: (tools, software, money, contractors, etc)		
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The tactics (actions) I will take include:	
The metrics I will measure are:	

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.