

S O C I A L M E D I A

S T R A T E G Y

C H E C K L I S T

B Y K E E N A R E N É E

Use this checklist to create a solid strategic plan for your next social media campaign!

● GOALS

What's your objective?

● AUDIENCE

Who are you trying to reach?

● CHANNELS

What networks are you going to use?

● COMPETITION

Who are they? What are they doing?

● CONTENT

What will you share?

● SCHEDULE

How often will you post?

● TARGETS

Who do you want to notice you?

● TOOLS

What will you use to implement your plan?

● MEASUREMENT

How will you track your progress?

● NEXT STEPS

How will you move forward?

THANKYOU

— GET CONNECTED —



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