

Social Media Marketing Plan

Name:

Title:

Date:

Part 1: Social Media Audit

Social Network	Username	Active?	Owner
Example: Twitter	Example: @G2Crowd	Example: Yes	Example: Social media manager

Part 2: Social Media Marketing Goals

1. *Ex: Increase Twitter followers by 25 percent by EOY 2018*
2. Goal #2
3. Goal #3
4. Goal #4
5. Goal #5

Note: Remember each goal should be **Specific, Measurable, Achievable, Results- focused, and Time-bound!*

Part 3: Tactics

List the goals from Part 2 on the corresponding line. Then, list up to three tactics per goal on lines A, B, and C.

1. **Ex:** *Increase Twitter followers by 25 percent by EOY 2018*

a. **Ex:** *Run bi-weekly Twitter contest for free t-shirt*

b. Tactic 1B

c. Tactic 1C

2. Goal #2

a. Tactic 2A

b. Tactic 2B

c. Tactic 2C

3. Goal #3

a. Tactic 3A

b. Tactic 3B

c. Tactic 3C

4. Goal #4

a. Tactic 4A

b. Tactic 4B

c. Tactic 4C

5. Goal #5

- a. Tactic 5A
- b. Tactic 5B
- c. Tactic 5C