

SOCIAL MEDIA STRATEGY - *worksheet*

Grow your audience on social network by using this worksheet. Use this as a guide to reach your goals. These fundamental steps will help you organize and get started.



SET CLEAR GOALS AND OBJECTIVES FOR EACH SOCIAL NETWORK

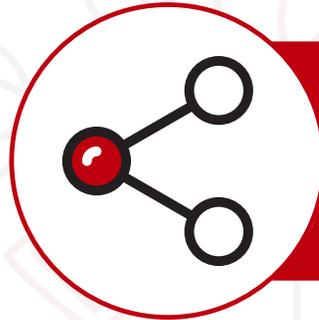
When you identify what your goals and objectives are before creating a strong social profile, then you will be able to have a social presence with **purpose**. Ask yourself these questions:

🗨️ What am I going after (goals)? (followers, more engagement, etc.)

🗨️ What are my objectives? (10K / 10 million followers, 500 interacts / wk, etc.)

🗨️ How can I get my company there - to where I envision it?

Knowing what you want to accomplish for your business will help you create meaningful posts that will attract followers. And thus lead you to grow your audience on social networks.



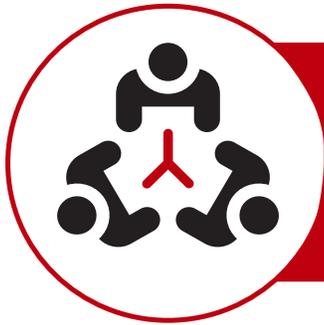
GET A SOCIAL MEDIA STRATEGY

It is good you use your social accounts for a purpose. Set a marketing calendar to plan how often you will post about your services or products.

Also, you want your audience to know you are an **expert** in your field. Thus, having material that shows your expertise will give you more credibility.

Also, don't forget to come up with ideas to release posts every so often, such as blogs, renovation pictures, community highlights, etc.

This will keep your audience interested and active in your social pages.



CREATE WELL-ROUNDED SOCIAL PROFILES

When you are creating your social profiles and pages, make sure they have working links that lead your audience to your website.

Include current pictures of your business and the services you provide, and give details about your business on the bio section.

And of course, keep your posts up to date, along with periodic throwback posts to go with the trend.



OPTIMIZE SOCIAL KEYWORDS

It's all about the keywords! You need to make sure that the content you have is not only relevant and serves a purpose, but also contains keywords that will help you rank first on Google searches.

Include the keywords you want your business to be known for.

So, carefully create copy that follows SEO standards to grow your pages' visibility and prominence in the search results.



UNDERSTAND YOUR SOCIAL AUDIENCE

Put yourself in their shoes! In order to grow your audience on your social networks, you have to think about what the people you are targeting want and are looking for.

Make sure you create copy/content that is relevant to your audience. Copy and content they will be able to identify with and that contains keywords they will be more likely to type on their search engines of choice.

With this in mind, make sure you create social content that will draw them to your site while highlighting the services of your business.



FOLLOW YOUR TARGET AUDIENCE AND ENGAGE WITH THEM

Following your target audience on social media is just as important as having them follow you. This is especially helpful with other businesses you may want to collaborate with.

Participate in online trends, such as holding polls about social events on Twitter, or use the “as me a question” feature on Instagram, just to name a few.

This engagement with your followers will portray your business as approachable, a quality that will help you grow your audience on social networks.



PROMOTE YOUR SOCIAL ACCOUNTS INTERNALLY

If you already have a strong social account with a lot of followers and a high click rate, then make sure you promote your other social profiles there!

Invite your audience to follow your other accounts so they can be plugged in and know of any updates and news.

For example, on Facebook promote your Twitter, and vice versa. We call this technique internally promoting your other social accounts.



INCLUDE LINKS TO YOUR OTHER SOCIAL MEDIA ACCOUNTS

Make sure you include the icons of your other social media accounts on your website.

This makes for an easy flow of visitors and future followers of your account.