

# SIMPLE SOCIAL MEDIA STRATEGY TEMPLATE

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## 1. PURPOSE & FUNCTION

### **Purpose**

*In this section, describe the purpose of the social media campaign and why you are initiating this effort:*

## 2. YOUR AUDIENCE

*In this section, provide a detailed description of your target audience. Consider including demographics, interests, and any other relevant variables (age, geographic location, interests, profession, etc.):*


### 3. COMPETITION

*Choose several competitor brands. Analyze each across various platforms. What decisions are they making? What is and isn't working for them? Can you take any inspiration from their content?*



## 5. ANALYSIS

*After each campaign, review your KPIs. Update your strategies as necessary. Consider noting how often you'll conduct your analysis, what platforms are performing well, what platforms are struggling, what content is and isn't working, any feedback you're receiving, and any room for improvement related to your KPIs.*

A large, empty rectangular box with a thin black border, intended for taking notes or recording analysis results. It occupies the majority of the page below the introductory text.

## **DISCLAIMER**

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