

SOCIAL MEDIA STRATEGY WORKSHEET

CLIENT:

DESCRIBE CLIENT'S BUSINESS:

BUSINESS GOAL FOR SOCIAL MEDIA PROGRAM (CIRCLE ONE)

**ENTHUSIASM
SALES
LOYALTY**

**WHERE IS THE AUDIENCE CYCLICALLY?
(CIRCLE NO MORE THAN TWO)**

**AWARENESS>INTEREST>ACTION>
ENTHUSIASM>ADVOCACY**

HOW DOES THE AUDIENCE USE SOCIAL MEDIA? (CIRCLE NO MORE THAN TWO)

**CREATORS, CRITICS, COLLECTORS, JOINERS,
SPECTATORS**

(FORRESTER SOCIAL TECHNOGRAPHICS® LADDER
[HTTP://WWW.FORRESTER.COM/GROUNDSWELL/LADDER.HTML](http://www.forrester.com/groundswell/ladder.html))

WHAT ONE THING IS MOST COMPELLING ABOUT THIS BRAND? WHY DOES THE AUDIENCE CARE?

HOW WILL YOU HUMANIZE THE BRAND?

3 METRICS USED TO MEASURE SUCCESS/ROI

- 1.
- 2.
- 3.