Step 1: **Why does your business use social media? Specify how it will help you achieve your marketing goals.** (Reminder: Goals must be measurable with a timeframe.)

Step 2: **Who is the target audience(s)?** Clearly define and detail each audience, including its social media preferences and behavior.

Step 3: **What content will motivate this audience?** Detail topics, content formats, voice.

Step 4: **Where will you distribute this content?** Identify platform(s)

Step 5: **When will you distribute this content?** Pick a frequency easily achieved. Detail whether live or scheduled posts.

Step 6: **How will evaluate the effectiveness of social media for your business?** Detail metrics that connect with social media goals.

Step 7: **How is the strategy doing?** Revisit regularly to assess what’s working, what’s not, and if social media goals are still aligned with the marketing goals.