

# 7 Steps to Create Your Social Media 'Boss'

## aka The 1-Page Social Media Strategy

**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.