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.