

SOCIAL MEDIA WORKBOOK

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What are your business goals for 2023?



Business goal



SMART business goal



Business goal



SMART business goal

What are your social media goals for 2023?



Social media goal



SMART social media goal



Social media goal











SMART social media goal

Who is your customer?



Questions to answer

-  Age & gender
-  Income & disposal income
-  Hobbies & lifestyle choices
-  Job & education level
-  DMU - who is the decision making unit
-  Social status
-  Reason they buy? Need / want / in-group mentally
-  What problem are you solving?

The tricky questions

What are you really selling?

Can your product or service be a gift?

What makes your customer buy?

Other customer considerations

Local or Tourist?

Do you have a sanity and a vanity customer?

Do you know anything about your customer that's really important?

Which social network are your customers using?

Competitor analysis

Which platforms are they using?

What #hashtags are they using?

What content are they sharing?

Competitor analysis

Can you see any clear content themes?

What messages are they sending?

Are they doing anything better than you?

Competitor social listening

Search your competitor on Google and social channels, what do you find?



Good things



Bad things

Competitor social listening

Search your competitor on Google and social channels, what do you find?



Good things



Bad things

Social media audit

Which platforms are you using?

What #hashtags are you using? Are they helping improve your reach?

What content are you sharing?

Social media audit

Is your audience engaging with you?

What website traffic is social driving?

How often do you post?

Current social media metrics



Platform name



Reach



Engagement



Number of posts per week



Followers



Any other notes

Current social media metrics



Platform name



Reach



Engagement



Number of posts per week



Followers



Any other notes

Current social media metrics



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Any other notes

Social listening

Search yourself on Google and social channels, what do you find?



Good things



Bad things

Content pillars

What is your USP?

How do you tell your story? The key elements you want to share.

What are your product/service benefits?

Content pillars

How can you value add to your customer?

What do you want to showcase?

Can you share any locations?

Content pillars

Which products / services do you want to promote?

What are you really selling?

Anything else you want to regularly focus on?

Content plan

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook							
Instagram							
TikTok							

Review

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Facebook	Followers Reach Engagement						
Instagram	Followers Reach Engagement						
TikTok	Followers Reach Engagement						

Content planning and reviewing

There is no right or wrong way to plan and review your content, use whichever tool is best for you. Some tools to check out are;



Pen & paper



Trello



Monday.com



Excel / Google doc



Social media scheduling software

Any questions?

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