SOCIAL MEDIA STRATEGY

RESEARCH-FINDING-ANALYSIS				COMPETITIVE ANALYSIS	OBJECTIVES	MEASURABLE GOALS	EXECUTE – IMPLEMENT – LAUNCH				TRACK- MEASURE-METRICS [WEEKLY STATUS UPDATES]				GOAL ASSESSMENT	
SOCIAL MEDIA	TARGET AUDIENCE	MESSAGE	COMPANY | STRENGTHS | WEAKNESS	COMPETITION | STRENGTHS | WEAKNESS	WHAT & HOW	DEFINE GOALS	MESSAGE CLARITY & UNIFORMITY	CONVERSATION MONITORING	DAILY POSTING	REPORTING PLAN [ENGAGEMENT | INFLUENCE | NUMBERS]	ENGAGEMENT STATUS	INFLUENCE STATUS	NUMBERS | NETWORK GROWTH	WHAT IS WORKING? WHAT IS NOT WORKING? EVALUATION & REVISIONS	REVISED GOALS	NEW GOALS
FACEBOOK																
TWITTER																
LINKED-IN																
YOUTUBE																
PINTEREST																
INSTAGRAM																