

SOCIAL MEDIA STRATEGY CHECKLIST

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- GOALS** plus how social media will help you reach them
- AUDIENCE** demographics of who you're trying to reach, including age, location, gender, interests
- CHANNELS** choose platforms based on where your audience hangs out online, including niche sites
- OPTIMIZATION** what you'll include on your profiles or how you'll tweak them if they already exist
- COMPETITION** what they do well online that you might want to mimic
- CONTENT** what you'll say or share
- VOICE** the tone you'll use to share your message
- SCHEDULE** how often you'll post and when
- TARGETS** influencers you want to notice you, including individuals and publications
- STRATEGIES** how you'll help your targets notice you
- BONUS IDEAS** additional creative strategies that don't fit elsewhere
- TOOLS** what you'll use to succeed, including free tools
- OUTREACH** how you'll let your community know about your channels
- MEASUREMENT** how you'll track progress, numerical and anecdotal
- NEXT STEPS** your plan for moving forward

HELPFUL RESOURCES



How to Create a Freakin' Fabulous Social Media Strategy

includes a sample strategy

<http://alexisgrant.com/socialmediastrategy>

How to Build a Part-Time Social Media Business

includes invite to join our Facebook group of 100+ social media consultants

<http://bit.ly/smbizguide>