

Social Media Strategy Plan for Writers Project name:

Who am I for this project

What do I want?

What problems do I face in getting it right now?

Who is my target audience?

How am I currently using social media to meet my goals?

How is my competition using social media?

Which channels are most used by my target audience?

Which types of content fit on these channels?

<u>Channel</u>	<u>Likely device used</u>	<u>Type of content to post here</u>

How can I best use groups on these channels?

Tip: Check out the competition and see what groups they're in

<u>Channel</u>	<u>Groups of interest</u>	<u>Specific ideas to share here</u>	<u>Next step to get involved in this group</u>
LinkedIn Groups			
Xing Groups			

What tools will help me have an easy and automated workflow?

When will I post and how often?

How will I measure the impact of my social media presence?

How will I grow my presence?

Next steps