

# SOCIAL MEDIA STARTER:

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## *WORKSHEET FOR BUSINESS OWNERS*

### 1. BUSINESS OVERVIEW

#### ▶ BUSINESS NAME

Notes:

#### ▶ WEBSITE (IF ANY)

Notes:

#### ▶ MAIN PRODUCT/SERVICE:

Notes:

### 2. SOCIAL MEDIA GOALS

**Please check off the goals you have for your business' social media platforms:**

☐

Increase Brand Awareness

☐

Provide customer service

☐

Drive traffic to website

☐

Share updates/events

☐

Generate leads/sales

☐

Other:

☐

Build a community

### 3. IDENTIFY YOUR AUDIENCE

#### ▶ AGE RANGE:

Notes:

#### ▶ LOCATION:

Notes:

#### ▶ INTERESTS OR PROBLEMS YOUR BUSINESS SOLVES:

Notes:

### 4. CHOOSE YOUR PLATFORMS

**Please check off the social media platforms you currently use for your business and list the username beside it.**

<input type="checkbox"/>	Facebook:	_____
<input type="checkbox"/>	Instagram:	_____
<input type="checkbox"/>	TikTok:	_____
<input type="checkbox"/>	LinkedIn:	_____
<input type="checkbox"/>	YouTube:	_____
<input type="checkbox"/>	Pinterest:	_____
<input type="checkbox"/>	Other:	_____

## 5. BRAND VOICE & STYLE

### ▶ DESCRIBE YOUR TONE (E.G., PROFESSIONAL, CASUAL, FUNNY):

Notes:

### ▶ LIST 3 KEYWORDS THAT DESCRIBE YOUR BRAND PERSONALITY:

1.

2.

3.

## 6. CONTENT IDEAS

Here's a quick list of content you can create for your business! Which work/why?

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Behind the Scenes:

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☐

Product Features:

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☐

Customer Testimonials:

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☐

Tips or How-To's:

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☐

Announcements/Events:

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☐

Fun Facts/Memes:

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☐

Other:

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## 7. WEEKLY POSTING SCHEDULE

Create a brief posting plan and decide the content you will be making!

<input type="checkbox"/>	Monday:	_____	Post Type:	_____
<input type="checkbox"/>	Tuesday:	_____	Post Type:	_____
<input type="checkbox"/>	Wednesday:	_____	Post Type:	_____
<input type="checkbox"/>	Thursday:	_____	Post Type:	_____
<input type="checkbox"/>	Friday:	_____	Post Type:	_____
<input type="checkbox"/>	Saturday:	_____	Post Type:	_____
<input type="checkbox"/>	Sunday:	_____	Post Type:	_____

## 6. CONTENT IDEAS

Review the checklist and determine how often you will track performance!

### What will you review?

- ☐ Follower Growth:
- ☐ Engagement (Likes/Comments):
- ☐ Website Clicks:
- ☐ Sales from Social:
- ☐ Other:

### How often will I review performance: Weekly, Bi-Weekly, & Monthly?

_____
_____
_____
_____
_____