



Social Media Planning

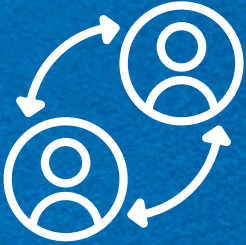
Tips and Tracker

Social Media Plan

- Who is my **target demographic** and what platforms are they using?
- When are they **actively online**?
- What is **trending** in my industry?
- What are **my competitors** doing that is working? Not working?
- What types of content are **most effective**?
- Who will **manage** our social media efforts?
- What are the top five KPI's we will use to **track our success**?

TRACK YOUR PERFORMANCE

Know What To Look For



Engagements

Number of Likes, Replies, Comments and Clicks



Mentions

Number of Times Your Profile is mentioned "tagged" by Your Audience



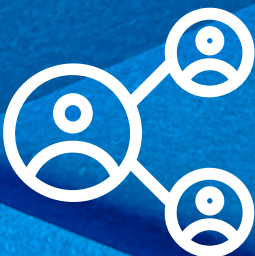
Followers

Number of People Who Want to See Your Content Regularly



Impressions

Seen Content, Whether or Not a Click Happens



Shares and Reposts

When Members of Your Audience Posts Your Content on Their Page



Tools of the Trade

Sprout Social



Designed to help teams organize and plan content creation, manage campaign, understand engagement and review content reports and analytics

HubSpot



You can schedule and publish your content in advance and compare in-depth reports on your posts' engagement to track performance

Meta Business Suite



If you have a Facebook or Instagram business page, you have access to this free service which offers scheduling and reporting. For FB and IG Only.

Social Media Post Success Tracker

Theme

Date

Platforms



Post Text/Copy

Hashtags Used

Were original graphics used?

☐

Yes

☐

No

Call to Action

☐

Visit Website

☐

E-Commerce

☐

Call

☐

Engage

Number of Views

Number of Engagements

Number of Likes

Number of Shares/Reposts

Number of Mentions



Remember:

Consistency is Key

Some platforms require a minimum of 1x per day engagement to be effective. Make a calendar and point out which days you want to post and what you want to focus on. Then, STICK TO IT!

Stick to the Business

It is easy to get sidetracked on social media. However, it is important to make sure the content you are sharing is relevant to your business goals. Focus on what you do and how it benefits your audience.

Keep it Real

There is only one you! Be authentic in your approach. Don't copy another's image. Make your own. You may be in an industry full of other business owners that are in similar shoes, but they aren't you-- nor are they your business.



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