



Social Media Strategy Template

SIMPLE & DOABLE FOR YOUR CHARITY

Social media can often feel like just another thing on the list, something you get to last minute (if at all), squeezed in between everything else. It can feel overwhelming, a bit chaotic, and sometimes like it's not even worth the effort.

But it doesn't have to be like that. This template is here to lighten the load. Use it as a quick, practical brief for staff or volunteers before events, or when gathering case studies, so you're not trying to piece things together afterwards.

The more you use it, the easier it becomes. What starts as a prompt turns into a habit, something you just do as part of the work. And that's when things start to shift: your comms feel less last-minute, more joined-up, and you begin to see better engagement, support, and response, without needing more time.

Your Purpose

Why are you using social media? Choose **1–2 max**. Don't try to be everything to everyone. Focus on what truly matters to your organisation.

- Raise awareness
- Attract clients/service users
- Recruit volunteers
- Promote events
- Build trust

Your Audience

Who are you *really* trying to reach? Get specific. The more you know, the better you can tailor your message.

- Age range:
- Location:
- What they care about:
- What problems do they have:
- Where they spend time online:

Your Content Pillars (3–5 max)

These are the core themes that will guide your content. Think of them as the legs that your social media presence will stand on.

Examples:

- Advice/tips
- Behind the scenes
- Case studies
- Community stories

What You'll Post Weekly

- Posts per week: ____
- Platforms: ____
- Content types:
 - Photos
 - Video
 - Reels
 - Stories

What Success Looks Like

In 3 months, I want to:

Keep It Real Plan

What can you **actually** commit to? Be honest with yourself. A small, consistent effort is better than a huge, unsustainable one.

Next Steps

Now it's your turn! Download this template, fill it in, and start making a difference on social media.