



The Social Media Plan Workbook



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1. What is your purpose for participating in social media?

Give several reasons. The reasons can range from growing your client base, building relationships with people outside your specialty, increasing traffic to your website, to you want to share something interesting with the world.



2. How much time can feasibly be spent on social media?

Think about what all needs to happen in your business already. Remember, in order to retain your customers and bring in new customers, you have to conduct marketing. Remember also the rules of social media, of posting regularly and spending time commenting. List your challenges and some solutions here.



3. What topics would I write and post about?

There are likely many things you are interested in beyond your interest in your business or organization. List these interests. What do you spend your time reading about? How can you tie this to your business or use this information to engage your online audience? Remember, you want to share information or news that is interesting and valuable. Ask your audience questions about life and work. Create your topics list here.





4. Figure out what resources are available to you.

Here, you want to think about who will actually be involved with this aspect of the marketing plan. Can you hire and train an intern? Would you assign the task to an employee? Are you the most appropriate candidate, are you the ONLY candidate? List all available options here.



5. Start listening and observing.

Follow the 2 RULE for this section. Identify 2 blogs, 2 people to follow on twitter, 2 people to friend on facebook, 2 channels to subscribe to on youtube. Do the research using the topics you brainstormed earlier. Who is already creating content on the topics you listed? Find them, listen, observe and take notes on who is posting what and the kinds of comments they are getting. If they aren't engaging you and keeping you interested. Find someone else.

Blog 1

Blog 2

Facebook 1

Facebook 2

Youtube 1

Youtube 2

Twitter 1

Twitter 2





6. Develop a posting and interaction schedule.

Here think about how often you really are going to post. Now that you've watched how others do it, figure out what is going to work best for you. Create a schedule for content creation, posting, and interaction.

Monday Tuesday Wednesday Thursday Friday Saturday Sunday





7. Participate!



Now you begin your own status updates, posting of comments, sharing video and engagement of the audience. Remember to follow your schedule. Keep a small log of what you've been doing and things you notice. A daily log will remind you what you posted about and will help you when it comes time to review and revise your actions and your plan.

Two week log

Day 1:

Day 2:

Day 3:

Day 4:

Day 5:

Day 6:

Day 7:

Day 8:

Day 9:

Day 10:

Day 11:

Day 12:

Day 13:

Day 14:





8. Metrics



Here is a list of the some social media metrics you should be paying attention to. Your metrics can be set to measured daily, weekly, monthly or quarterly... but no less than quarterly. Metrics help you to determine how your efforts are paying off. This list should be used to determine your own set up metrics that will be looked at on a regular basis, at least quarterly. Make note of your progress on the next page where you will review and revise your plan.

1. Number of posts
2. Audience growth: likes, fans, followers, friends, connections, views etc.
3. Conversation rate: how many people are responding to your activity
4. Subscribers – to your blog and youtube channel
5. SEO improvements – look at analytics and determine if and how SEO improved
6. Referrals from social networks
7. Influence of twitter followers





9. Review and Revise.

Look back at your two week daily log and review your posts. You can even look at the archives online to see the kind of response you are getting. See which topic brought in the most comments, likes, etc. What are people responding to? How can you give them more of that? If you are running out of ideas start listening again and try new topics. Record what you want to revise here. Review and revise on a quarterly basis.

1st Quarter:

2nd Quarter:

3rd Quarter:

4th Quarter:





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have more time left over for your family?

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about what to do to get there?

Schedule a free clarity breakthrough call with me. It's complimentary because I believe
sometimes we need to just talk things over with someone to get clear and
create big results. Email me and we'll get started!

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