



Social Media Management Brainstorming Sheet

Choosing to embark on a social media marketing campaign is only the beginning. You have to go in with a real plan of action, understanding your goals, objectives and the tactics that you will use to create success. This checklist along with explanations should help you create a social media marketing plan that gets the results you want.

My main vision for my business is: _____

My target audience is: _____

My audience uses the following social media: _____

My main competition is: _____

My unique selling proposition is: _____

My over arching goal for this campaign is: _____

My resources include: (tools, software, money, contractors, etc...) _____

The tactics (actions) I will take include: _____

The metrics I will measure are: _____

Fill out this worksheet before starting on your social media marketing plan. It will help you identify important information essential to developing and implementing an effective social media marketing plan.