

Promoting Your Blog with Social Media

Planning Worksheet

1. Determine What You Want to Do

What are you using social media for? Articulate a goal or multiple goals you'd like to achieve through social media. Consider how these goals align with your overall marketing strategy and goals.

Goal 1: _____

Goal 2: _____

2. Identify Your Audience

Describe your audience. Consider who your average customer is or who is likely to read your blog.

Age Range: _____

Household Composition: _____

Gender(s): _____

Education Level: _____

Income Range: _____

Geographic Location(s): _____

Psychographics: _____

What need does your product/service fulfill for your audience?: _____

3. Decide Which Platform to Use

Check the platform which you believe would suit both your goals and your audience. Keep your selections focused and specific.

- | | | |
|------------------------------------|-----------------------------------|-------------------------------------|
| <input type="checkbox"/> YouTube | <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Imgur |
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Twitter | <input type="checkbox"/> Spotify |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> WhatsApp | <input type="checkbox"/> SoundCloud |
| <input type="checkbox"/> Pinterest | <input type="checkbox"/> Tumblr | <input type="checkbox"/> Myspace |
| <input type="checkbox"/> Snapchat | <input type="checkbox"/> Reddit | <input type="checkbox"/> Foursquare |

4. Determine Your Organizational Voice

Describe the type of content, tone, type of language, and response strategies you envision for your social media platform. Reflect on the platform you chose above, the audience you are communicating with and the goals you've identified.

Platform: _____

Content to be Posted [Reference #6-8]: _____

Tone: _____

Type of Language: _____

5. Determine When and How Often to Post

List each platform you plan to use. Then, determine when and how often you will post. Use both secondary research and analytic insights to inform your decisions. Sprout Social's article here [<https://sproutsocial.com/insights/best-times-to-post-on-social-media/>] is a great start.

Platform: _____

How Often to Post: _____

What Times to Post: _____

When to Check Activity: _____

6. *What Content Will You Create*

Select the types of content you plan to generate on your own for your social media platforms.

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Text | What resources are needed to create the content? _____ |
| <input type="checkbox"/> Video | _____ |
| <input type="checkbox"/> Images | How often will you post each type of content? _____ |
| <input type="checkbox"/> Audio | _____ |
| <input type="checkbox"/> Documents | _____ |

7. *Sharing Third Party Content*

What are some trusted or credible sources where you can find information relevant to your topic? List them here.

- _____
- _____
- _____
- _____

Be sure to follow their social media accounts and browse their posts regularly.

8. *Developing Response Strategies*

Establish up front what your expectations are for responding on each platform.

How quickly should responses be made? _____

How will negative or unflattering comments be handled? _____

How will inflammatory or offensive speech be handled? _____

What sort of language will be used in responses? _____
