

Social media channel plan

	Facebook	Twitter	LinkedIn	Instagram
Purpose	<i>Briefly describe why you are on this channel.</i>			
Social goals	<i>What are you hoping to achieve?</i> <ul style="list-style-type: none"> • Reach (views) • Network (Shares, retweets) • Engagement (Likes, comments, followers) 			
Audience	<i>Who are they?</i> <i>Demographics/characteristics</i> <i>What do you need them to know?</i> <i>What do they want to know?</i> <i>What is in it for them?</i>			
Key message	<i>What is your one message you want to convey?</i>			
Our content	<i>What type of original content will you post? List your content pillars.</i> <i>What rich media will you use?</i>			
Tone/voice	<i>What do you sound like? Eg; Sales pitch, funny, student, serious.</i>			
Shared content	<i>What type of content will you share?</i> <i>From who?</i> <i>How often will you post your content vs other peoples?</i>			
Frequency	<i>How often will you post?</i>			
Measurement of success	<i>What does success look like?</i> <i>How will you measure it?</i> <i>What data do you have available?</i>			