



# Social Media Strategy Checklist

- Create an executive summary
- Link back to your wider comms/marketing strategy
- Consider how your social media activity is performing now
- Set **SMART** objectives (Specific, Measurable, Attainable, Relevant, and Time-based)
- Establish your tone of voice
- Segment your audiences to better target them with relevant content
- Consider the channels you're using and the content that suits them best
- Consider the types of creative content you want to develop
- Set aims for nurturing your audience
- Establish an engagement strategy
- Devise an internal plan and perform a skills analysis
- Outline the resources you need to put this strategy into action!