

Organization: _____

Social Media Strategy _____ (year)

1. The main purpose of _____ is to _____

The secondary purpose is to

2. Who is my audience and where do I want to target that audience?

3. What topics are relevant to my audience?

4. Define your brand with a branding kit. (Search branding kits in Canva or use H&V's as a template)

5. What is your policy for DEIA in Social Media?

6. What is your budget and how do you want to use it?

7. What is your content marketing plan? (include fundraisers here)

8. How will you track and report success?
