Social Media Strategy Worksheet

Client:

What's Your Pitch? (120 characters):

What's the Point? (Circle one)

Awareness

Sales

Loyalty

What Is the Current Relationship with Audience? (Circle no more than two)

Nothing>Awareness

No Action>Single Action>Repeat

Actions>advocates

How Does the Audience Use Social Media? (Circle no more than two)

Creators Critics Collector Joiners Spectators

What's Your One Thing?

How Will You Be Human?

Three metrics used to measure success/ROI

1.

2.

3.

(http://www.forrester.com/Groundswell/ladder.html)