

Social Media Action Plan Template

Client Name:

Date:

GOALS (What goals do you want to achieve?)

What are your client's business objectives?

What are the initial social media goals for this client?

METRICS (How will you measure success?)

Platform Metrics:

(Example: Facebook Likes, shares, comments, Twitter Followers, re-tweets, favorites)

Website Metrics:

(Example: # of website visitors)

Business Metrics:

(Example: # of email leads, # of new discovery call)




SOCIAL MEDIA FUNNEL

Free offers to promote in Social Media:

Example: Free Health Quiz, Free Recipe Guide

Paid offers to promote in Social Media:

Example: Book, course, service



SOCIAL MEDIA ACTIONS

Channel #1: Facebook

Actions:

Tasks:

- Post two times per day
- Facebook Live events two times per month
- Review and respond to comments and messages two times per day
- Daily moderate public FB group

Channel #2: Twitter

Actions:

Tasks:

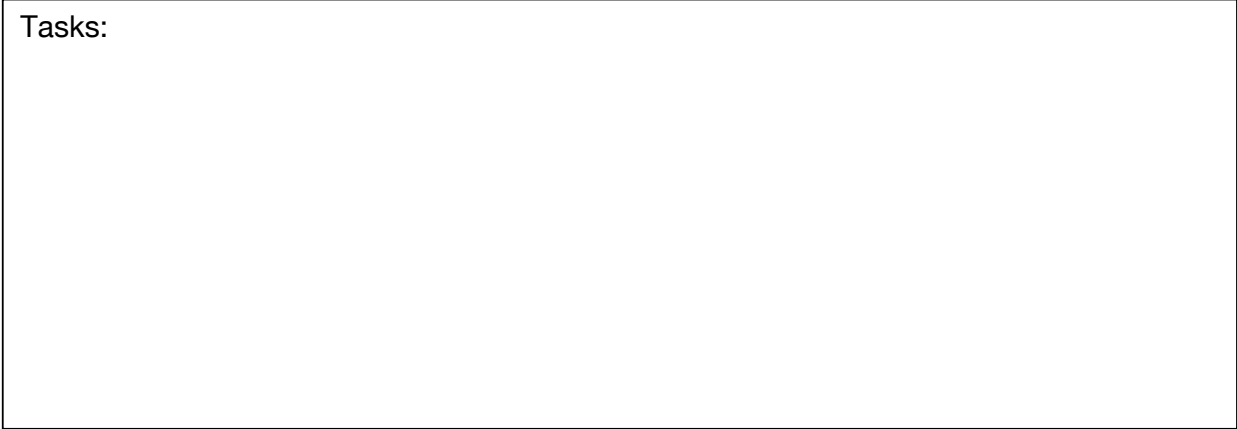
- Tweet 3 times per day
- Post two times per day
- Facebook Live events two times per month
- Follow 50 new followers per week



Channel #3:

Actions:

Tasks:



Channel #4:

Actions:

Tasks:

