

What are your social media goals: _____

Rank your goals from 1 (low) to 10 (high)

Branding:	1	2	3	4	5	6	7	8	9	10
Lead Generation:	1	2	3	4	5	6	7	8	9	10
Relationship Building:	1	2	3	4	5	6	7	8	9	10
Customer Engagement:	1	2	3	4	5	6	7	8	9	10
Selling a Product or Service:	1	2	3	4	5	6	7	8	9	10
Encourage Viral Spread	1	2	3	4	5	6	7	8	9	10
Monitor Customer Feedback	1	2	3	4	5	6	7	8	9	10

What do you have to say about your business? _____

Why will your followers want to listen? _____

Are there opportunities for *engagement* and *relationship-building*? _____

How relevant is each social media channel to your goals? 1 (low) to 10 (high)

 Facebook	1	2	3	4	5	6	7	8	9	10
 Twitter	1	2	3	4	5	6	7	8	9	10
 Google+	1	2	3	4	5	6	7	8	9	10
 YouTube	1	2	3	4	5	6	7	8	9	10
 LinkedIn	1	2	3	4	5	6	7	8	9	10
 Pinterest	1	2	3	4	5	6	7	8	9	10
 Instagram	1	2	3	4	5	6	7	8	9	10
 Yelp	1	2	3	4	5	6	7	8	9	10
 Blogs	1	2	3	4	5	6	7	8	9	10
Other: _____	1	2	3	4	5	6	7	8	9	10

Do you plan on monitoring your social media channels? With Google Alerts or Google Analytics?

Will you encourage positive customers to participate on your social media? If so, how will you encourage them to follow you? _____

Do you have a strategy for dealing with satisfied and unsatisfied customers? _____

What is your **ACTION PLAN** for each social media channel?

Listen. How will you listen to find out what social media channels are best for your company? What keyword searches are important to you? _____

Launch. What are the steps necessary to launch an account? Special issues such as branding?

Engagement. Who is going to be responsible for engaging with followers? What time, budget and effort will be allocated to accomplish the Social Media Marketing (SMM) plan?
