## MY SOCIAL MEDIA STRATEGY / Social Media Council

### Account(s) / Platform(s):

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### Primary Audience (pick ONE):

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### Secondary Audiences:

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### GOALS / AUDIENCE

**What are your KPIs (Key Performance Indicators) to measure the success of your social media efforts? You should have at least one metric for each goal.**

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### MEASUREMENT

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### BEST PRACTICES FOR ENGAGEMENT

- Post what your audience wants to see, not just what you want to post.
- Maintain a conservative posting schedule, but post at least once every few days.
- Vary your content (text, links, photos, videos, related content).
- Use call-to-actions (questions, links).
- Use a casual tone of voice.
- Monitor posts; don’t post then abandon!
- Respond to questions.
- What works for YOUR audience?

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