



Social Media Planning Template

COMPANY: _____

		Buyer Persona 1:	Buyer Persona 2:
TACTICS & STRATEGY	Content What will you publish?		
	Marketing What social media will you use?		
WATCHING	Who Who will monitor?		
	How Which tools will you use?		
EMERGENCY	Negative Comments Who will respond?		
	Crisis Who will respond?		
EMPLOYEES	Who Who is authorised?		
TECHNOLOGY Which URLs have you secured?	Blog		Twitter
	Facebook		YouTube
	LinkedIn		Google+
SUCCESS What are your goals & how do you define success?			



Content Publishing Schedule

COMPANY: _____

MONTH: _____

Activity	Frequency	Activity Completed							
		M	T	W	T	F	S	S	
 Blog	Daily <input type="checkbox"/>	WEEK 1	<input type="checkbox"/>						
	Weekly <input type="checkbox"/>	WEEK 2	<input type="checkbox"/>						
	Monthly <input type="checkbox"/>	WEEK 3	<input type="checkbox"/>						
		WEEK 4	<input type="checkbox"/>						
 Facebook	Daily <input type="checkbox"/>	WEEK 1	<input type="checkbox"/>						
	Weekly <input type="checkbox"/>	WEEK 2	<input type="checkbox"/>						
	Monthly <input type="checkbox"/>	WEEK 3	<input type="checkbox"/>						
		WEEK 4	<input type="checkbox"/>						
 Twitter	Daily <input type="checkbox"/>	WEEK 1	<input type="checkbox"/>						
	Weekly <input type="checkbox"/>	WEEK 2	<input type="checkbox"/>						
	Monthly <input type="checkbox"/>	WEEK 3	<input type="checkbox"/>						
		WEEK 4	<input type="checkbox"/>						
 LinkedIn	Daily <input type="checkbox"/>	WEEK 1	<input type="checkbox"/>						
	Weekly <input type="checkbox"/>	WEEK 2	<input type="checkbox"/>						
	Monthly <input type="checkbox"/>	WEEK 3	<input type="checkbox"/>						
		WEEK 4	<input type="checkbox"/>						
 YouTube	Daily <input type="checkbox"/>	WEEK 1	<input type="checkbox"/>						
	Weekly <input type="checkbox"/>	WEEK 2	<input type="checkbox"/>						
	Monthly <input type="checkbox"/>	WEEK 3	<input type="checkbox"/>						
		WEEK 4	<input type="checkbox"/>						
 Email Marketing	Daily <input type="checkbox"/>	WEEK 1	<input type="checkbox"/>						
	Weekly <input type="checkbox"/>	WEEK 2	<input type="checkbox"/>						
	Monthly <input type="checkbox"/>	WEEK 3	<input type="checkbox"/>						
		WEEK 4	<input type="checkbox"/>						
 Google+	Daily <input type="checkbox"/>	WEEK 1	<input type="checkbox"/>						
	Weekly <input type="checkbox"/>	WEEK 2	<input type="checkbox"/>						
	Monthly <input type="checkbox"/>	WEEK 3	<input type="checkbox"/>						
		WEEK 4	<input type="checkbox"/>						
 Other	Daily <input type="checkbox"/>	WEEK 1	<input type="checkbox"/>						
	Weekly <input type="checkbox"/>	WEEK 2	<input type="checkbox"/>						
	Monthly <input type="checkbox"/>	WEEK 3	<input type="checkbox"/>						
		WEEK 4	<input type="checkbox"/>						