

## Social Media Planning Template

Company: _	

		Buyer Persona I		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		Instagram	
SUCCESS What are your goals & ho success	w do you define			





## Content Publishing Schedule

Company: _			
Month:			

	Activity	Frequency	M	Т	Activit	y Com	pleted F	S	S
<u>w</u>	Blog & Website	Daily   Week   Week 2  Monthly   Week 3  Week 4							
in	LinkedIn	Daily Week I Weekly Week 2 Monthly Week 3 Week 4							
0	Instagram	Daily Week I Weekly Week 2 Monthly Week 3 Week 4							
f	Facebook	Daily Week I Weekly Week 2 Woek 3 Week 4							
You Tube	YouTube	Daily Week I Weekly Week 2 Woek 3 Wonthly Week 4							
	Email Marketing	Daily Week I Weekly Week 2 Monthly Week 3 Week 4							
	Workshops	Daily Week I Weekly Week 2 Monthly Week 3 Week 4							
	Podcast	Daily							

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