

Strategy Workbook



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Your Social Journey



Tick which stage you're at **now**:

Today's date: __/__/__

Traditional	Experimental	Operational	Impactful
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Why are you at this stage?

Where do you want to be in **3 months**?

Target date: __/__/__

Traditional	Experimental	Operational	Impactful
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Where do you want to be in **6 months**?

Target date: __/__/__

Traditional	Experimental	Operational	Impactful
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Your Social Vision & Goals

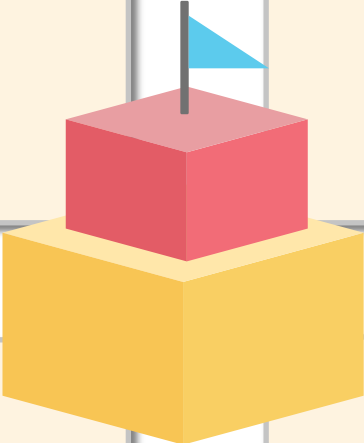
Your Vision



A large, empty light blue rectangular box for writing your vision.

Your Goals

Operational	Stretch
Key Performance Indicators	Dream



A diagram for setting goals, consisting of four large yellow rectangular boxes arranged in a 2x2 grid. The top-left box is labeled 'Operational', the top-right 'Stretch', the bottom-left 'Key Performance Indicators', and the bottom-right 'Dream'. In the center of the grid is a 3D pyramid with a yellow base and a red top, topped with a small blue flag.

Your Social Media Audit Checklist

Check off the following activities you've done

- ☐ Searched for all of social accounts
- ☐ Conducted a social media amnesty for employees
- ☐ Conducted a social media amnesty for external contractors
- ☐ Completed social audit spreadsheet for your own accounts
- ☐ Completed social audit spreadsheet for your competitors

Key audit areas for you & your competitors



Your Social Media Channels



The channels I'm going to use first are:

A large, empty light blue rectangular box with a thin grey border, intended for listing the first social media channels to be used.

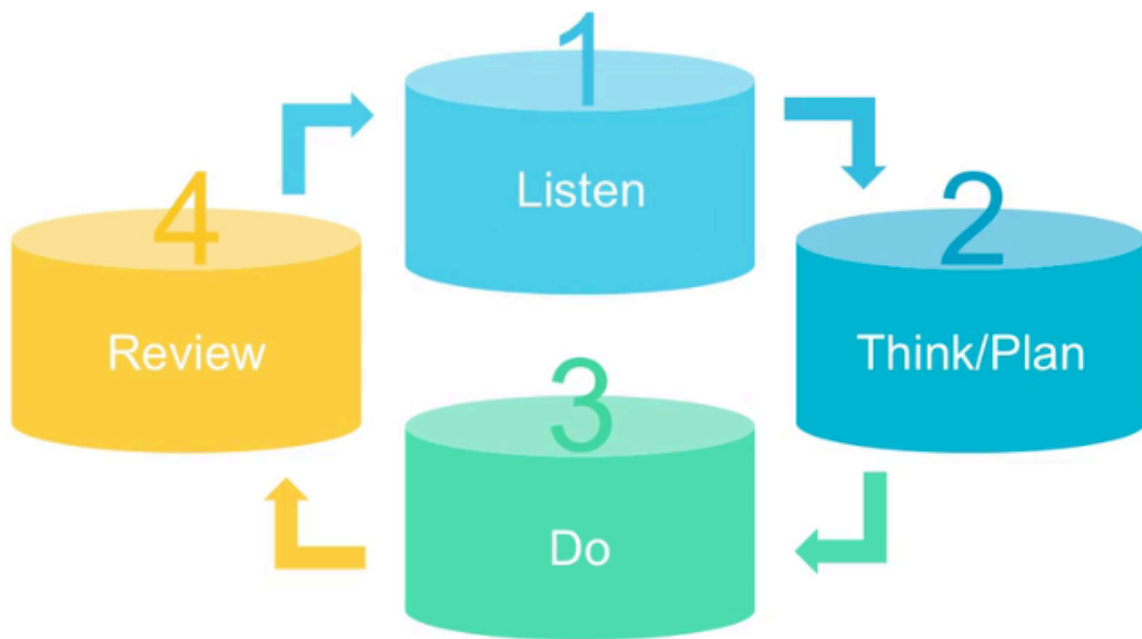
The people in the organisation who will help engage on each channel could be:

A large, empty light blue rectangular box with a thin grey border, intended for listing the people in the organisation who will help engage on each channel.

Building your **strategy**



Remember the Listen, Think, Do, Review cycle



Things to do next:

- ☐ Create a first draft social media playbook
- ☐ Create a first draft strategy based on this document