

## Social Media Marketing Plan

Your social media goals

What is the specific goal that you want to achieve?	
Why do you want to achieve this goal?	
Where are you currently starting from as it relates to this goal?	
How will you achieve this goal? List each individual action step and deadline.	



<p>Who will be involved in helping you achieve this goal? Identify their specific role.</p>	
<p>When will you achieve this goal? Identify a specific date</p>	

## Your social media audience

<p>Profile Identikit – Describe the segment as you would to a stranger</p>	
<p>What do they want from you?</p>	
<p>What do they need from you?</p>	



What do they expect from you?	
What do they Value from you?	

## Your Social media calendar

### Your social media calendar week commencing

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What will you say?	Who will you say it to?	When will you say it?	What medium?	Results

