



#MyNAUview

Social Media Check-In

1. **Goal setting**
2. **Social Media Audit**
3. **Where should you post**
4. **Finding your voice**
5. **Content is key**
6. **Measurement**

STEP 1

ESTABLISH GOALS



Understand Why You're On Social Media

Knowing what you want to achieve on social media is the first step toward success. Identify objectives social media can help you achieve. Then, list social objectives that support those goals.

Business Objectives	Social Objectives

Establish Specific Goals

Describe the challenges you face, why your goals are important, and how you intend to achieve them ...

Goal	Deadline

STEP 2

SOCIAL MEDIA AUDIT



3-Step Social Media Audit

Which social media networks are we on? List them:

List abandoned accounts to remove (if any):

List duplicate accounts to merge (if any):

STEP 3



S O C I A L
M E D I A

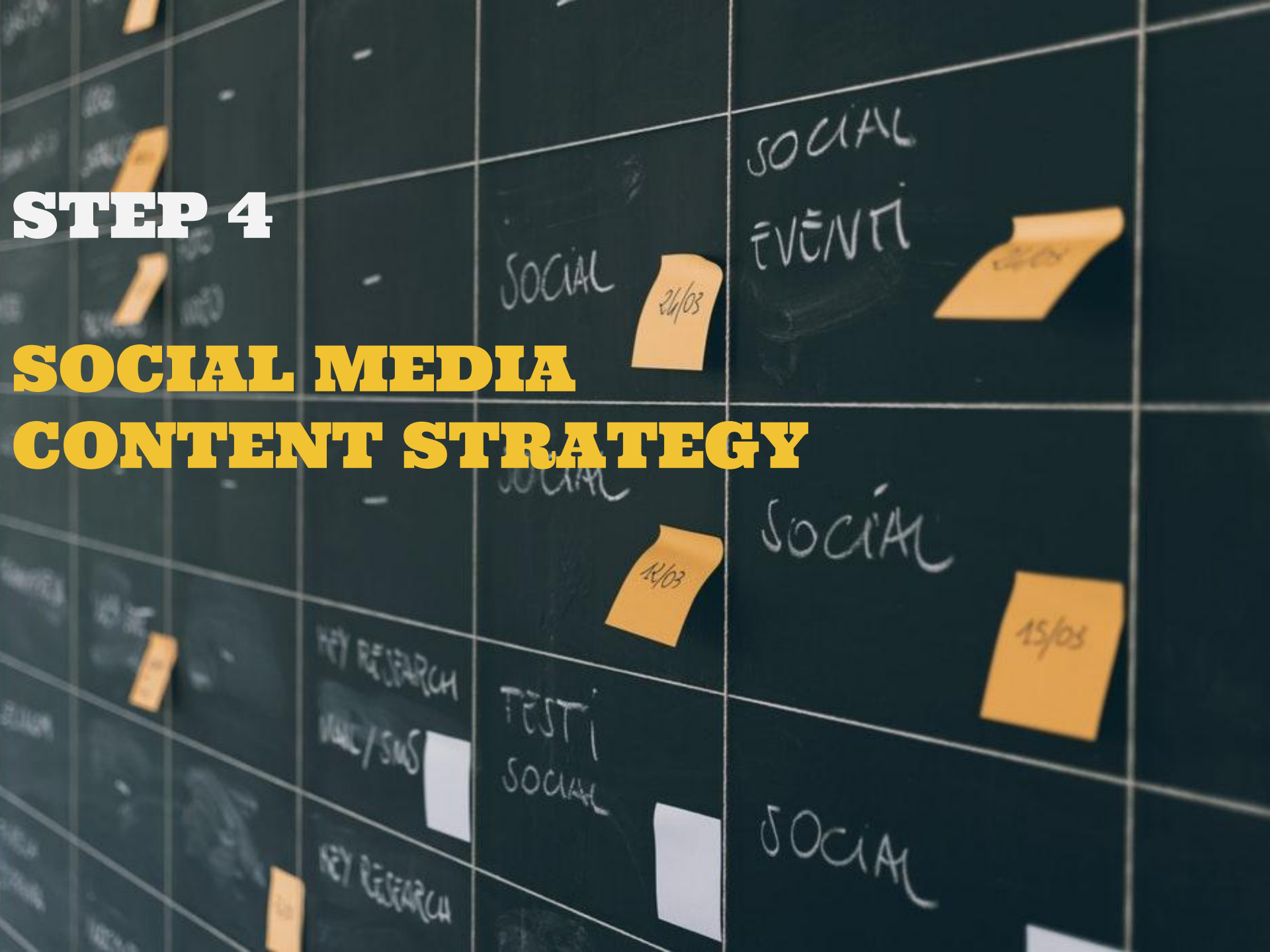
**WHERE
SHOULD
YOU POST**

Picking Your Platform

Just because there are hundreds of social media platforms out there, doesn't mean you should sign up for all of them. Be strategic!

STEP 4

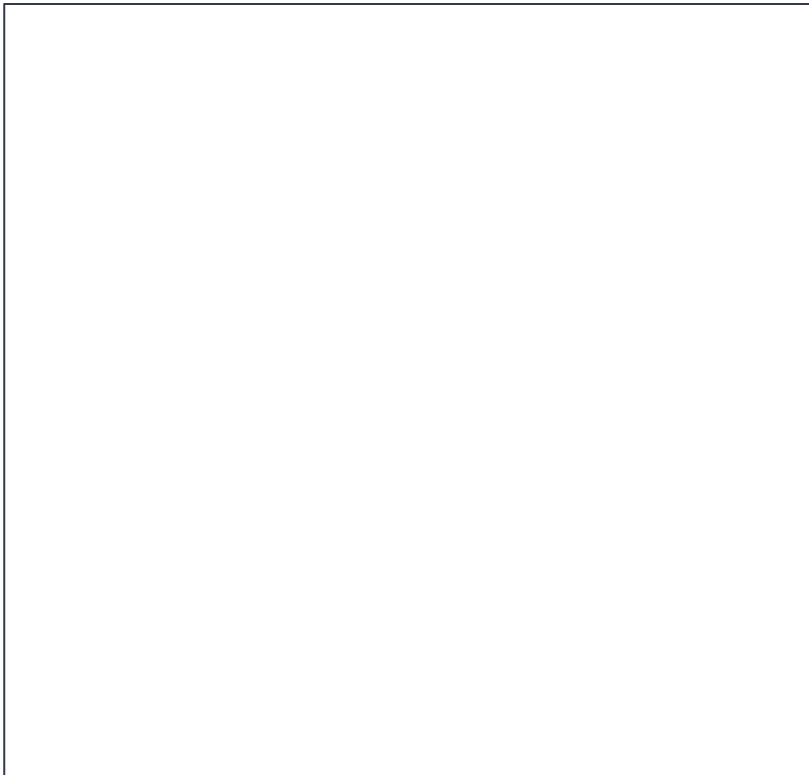
SOCIAL MEDIA CONTENT STRATEGY



Self Check-in

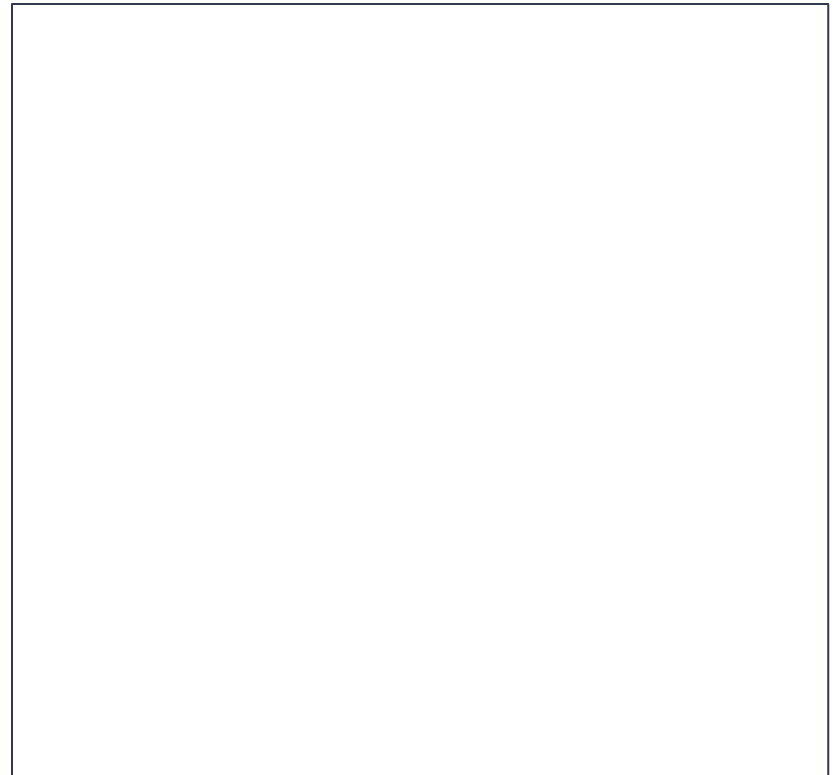
You know yourself best. What can you commit to doing every week?

What We Can Do Better



What We Can Do Differently

(List what you can do differently than your competition)



What Social Media Content Will We Create?

Content Types We Will Create:

Content Types We Will Curate:

What Purpose Will Our Content Serve?

Original Content

- Entertain
- Inform
- Promote products/services
- Promote content (blog posts, landing pages, etc).
- Promote partners
- Promote contests

Curated Content

- Entertain
- Inform
- Promote products/services
- Promote content (blog posts, landing pages, etc).
- Promote partners
- Promote contests

STEP 5

CONTENT IS KEY



Social Media Posting Frequency

Network	Posts Per Day	Posts Per Week
Facebook		
Twitter		
Pinterest		
LinkedIn		
Instagram		

Social Media Calendar Strategy

List upcoming events, product launches, and important dates to add to your content calendar:

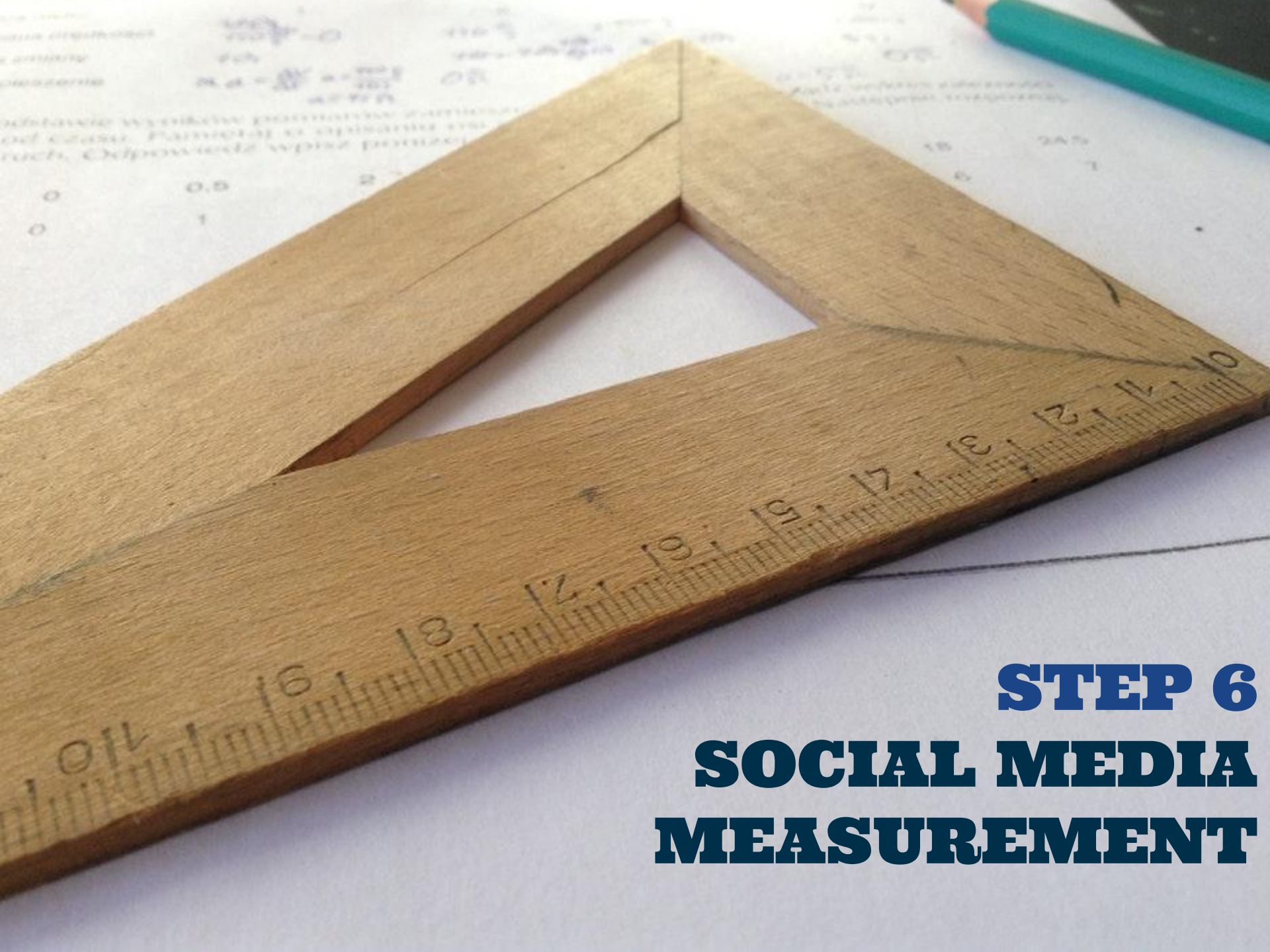
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Our content calendar will include:

[___%] Original Content
(Informative)

[___%] Original Content
(Promotional)

[___%] Curated Content



STEP 6
SOCIAL MEDIA
MEASUREMENT

Choose Which Metrics To Monitor

Facebook

- Likes
- Shares
- Comments
- Clicks
- Engagement Rate
- Referral Traffic
- Video Views
- Conversions

Instagram

- Follower Count
- Likes
- Comments
- Referral Traffic

Twitter

- Likes
- Retweets
- Replies
- Referral Traffic
- Conversions

Pinterest

- Repins
- Referral Traffic
- Conversions

90-Day Progress

Network	Page Likes / Followers	% Growth	Referral Traffic	Conversions
Facebook				
Twitter				
LinkedIn				
Google+				
Pinterest				
Instagram				

Notes & Findings

What went well with our strategy?

What went wrong with our strategy?

How can we improve our strategy?