

Social Media Training Worksheet

Thinking about your social media strategy:

Who is your audience?

Who do you want to see your content? Current supporters? New supporters. What is their profile? Age/sex/interests?

What Platform do you want to be on?

What works best for your audience? Are they more likely to be on Facebook, Twitter, Instagram or somewhere else?

What's your tone of voice?

Is your TOV formal, friendly, chatty? Are there words you do or don't use? What's your personality? Fonts, colours? Style of images

What's your content?

Who or what can you talk about?

What images/video can you use?

What stories will you tell?

What do you want to achieve? Goal setting

Is it about changing behaviour or awareness? Driving people to your website? Attending an event or signing a petition? Where do you want to be in a years' time?

How will you know you've succeeded?

How will you measure success?

More likes/followers/members/fundraising/attendance at an event?

Social media monthly planning sheet

August	Platform/s	Content theme	Content type
Week 1			
Week 2			
Week 3			
Week 4			
September	Platform	Content theme	Content type
Week 1			
Week 2			
Week 3			
Week 4			

October	Platform	Content theme	Content type
Week 1			
Week 2			
Week 3			
Week 4			