

Social Media Strategy Template

1 Brand and Audience Overview

Section	Details
Brand tone & voice	Describe how your brand should sound (e.g., friendly, professional, witty).
Target audience	Who are you trying to reach? List demographics, interests, or personas.
Key platforms	Choose platforms based on where your audience spends time.

2 SMART Goals

Goal	Specific	Measurable	Achievable	Relevant	Time-bound
Example: Grow Instagram followers	<input checked="" type="checkbox"/> Yes	25% increase	Within budget	Supports brand awareness	By Q3

3 Content Pillars & Post Types

Content pillar	Purpose	Post formats
Educational	Teach or inform audience	Carousels, blog teasers, explainer videos
Behind the scenes	Build authenticity	Stories, team videos, office photos
Promotional	Drive conversions	Product demos, offers, CTAs
Community engagement	Encourage interaction	Polls, Q&As, user-generated content

4 Content Calendar Snapshot (Monthly)

Week	Platform	Post theme	Format	CTA/goal	Owner
Week 1	LinkedIn	Educational: How-to Tips	Carousel	Drive traffic to blog	
Week 2	Instagram	Product Feature	Reel	Increase product awareness	

5 KPI Tracking

Platform	Followers	Engagement rate	Click-through rate	Conversions
LinkedIn	3,200	3.5%	1.1%	50
Instagram	5,800	4.2%	0.9%	35



End-of-Quarter Check-In

Area	What to review	Notes/findings
Performance vs. goals	Did we hit KPIs? What changed?	
Top-performing content	What resonated most? Why?	
Audience insights	Any shifts in who's engaging?	
Strategy adjustments	What should we stop, start, or scale next quarter?	
Budget & resource review	Do we need more/less spend or talent?	