

Strategy sheet

Situation:

Analysis:

Business analysis:

Strength	Weakness
Opportunities	Threatens

Target audience:

Points of difference:

Page analysis:

Type	Number	Notes
Page likes		
increase in like		
Reach		
Engagement		
Video view		
Page view		
Reactions		
Shares		
Comments		
The top 5 posts, people engaged		
Best time Best days		
People		

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Trends:

Global	
Local	
Seasonal	
Industrial	

Objectives:

Business Goals	Social Goals "SMART"	How?

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Focal points:

Topics	Sub topics	Resources

Campaigns:

Name	Idea	Objective	How..?

Content types:

Photo	Audio	Case studies	Coupon codes	EBooks
Album	Comparisons	Comics	Comparison	Audio
Customer reviews	How to	Micro blogging	Audio	Memes
FAQs	Creative stories	Offers	Slide show	Curated

Testimonials	A day in the life of	Give away	Quotes	Polls
Infographic	Behind the scene	Partners	Tips	Photo gallery
Contest	Industry prediction	Live posts	Events	2 facts & a lie game

Curated content:

Source	Objective	Comment

Contest:

Name	Hashtag	Terms	prize	Time

Videos:

Name	Topic	Which campaign "date"	Video sheet "minutes"	Notes

Policy:

Color code		
Layout		
Fonts		
Contacts	Address	
	Phone	

Slogan name	
Call to action	
Tone of voice	
Emotions	

Content Calendar:

		1 st week	2 nd week	3 rd week	4 th week
Saturday	Type & Campaign				
	Headline				
	Design caption				
Sunday	Type & Campaign				
	Headline				
	Design caption				
Monday	Type & Campaign				
	Headline				
	Design caption				
Tuesday	Type & Campaign				
	Headline				
	Design caption				
Wednesday	Type & Campaign				
	Headline				
	Design caption				
Thursday	Type & Campaign				
	Headline				
	Design caption				
Friday	Type & Campaign				

	Headline				
	Design caption				