

# Guide to Social Media Planning



Thank you for downloading the No. 2 Pen **Guide to Social Media Planning**. This is intended to help you organize your business’s social media strategy. If you are new to social media strategizing, read [“Social Media Planning, Objectives, and Buckets”](#) on the No. 2 Pen blog before diving into this guide.

**1** State your social media goal (one or two sentences that mirrors your mission statement)

**2** State your objectives (check those that apply)

- Boost in website traffic
- Search engine optimization
- Higher sales
- More media mentions
- Build credibility in your industry (e.g., number of followers on Twitter, number of guest blog posts accepted, number of referrals, etc.)
- Provide another avenue for customer service
- Keep in touch with customers and potential customers for repeat business
- Simply have access to news and information
  
- Other \_\_\_\_\_
  
- Other \_\_\_\_\_

**3** Prioritize your objectives by putting the three most important objectives in their own “bucket.”

- a. Bucket one:
  
- b. Bucket two:
  
- c. Bucket three:



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**4** Where do your customers hang out within social media?

- a. Facebook
- b. MySpace
- c. Twitter
- d. LinkedIn
- e. YouTube
- f. FourSquare
- g. Bookmarking sites (e.g., StumbleUpon, Delicious, Digg)
- h. Industry networking sites (e.g., LegalOnRamp.com, i-Meet.com)

**5** Take a look at that first bucket and open one or two social media accounts that will help you reach your objective. Don't open accounts that won't help you reach your goal and don't open more accounts than you have time to manage. Remember to add personal details to your profile.

**6** Who is responsible for maintaining each account and how much time will go into it?

- a. Sunday:
- b. Monday:
- c. Tuesday:
- d. Wednesday:
- e. Thursday:
- f. Friday:
- g. Saturday:

**7** Create an editorial calendar in a separate document.

- a. 75% of content does **not** promote your business (ask questions, share links, re-Tweet)
- b. 25% of content does talk about your biz, but in a helpful/informative way

**8** Listen to what others are saying about your business and respond right away.  
What online tools will you use to listen?

- a. Google Alerts
- b. Addict-o-Matic
- c. Twilert
- d. Technorati
- e. Social Mention
- f. SocialOomph

**9** Spend time every day building your following and updating your accounts.

**10** Revisit your plan after 30 days.

- a. Measure your results (e.g., increase in web traffic, calls to your customer service line, more sales)
- b. Make improvements to your plan and work toward improving the results
- c. Empty the second bucket and start working toward the next objective

