



GUIDES / FREE PDF

Social Media Strategy Playbook

Connect your audience, content themes, and weekly decisions to one clear objective.

**PLAN IT.
MAKE IT.
YELL IT.**





01 / Build a useful foundation

A strategy is a set of choices. Decide who you want to help, what you want them to understand, and which action would represent progress before choosing a posting frequency.

1 Name one business objective

Choose a concrete outcome such as qualified inquiries, event registrations, or repeat visits. Write down how you will recognize it. Reach can support that outcome, but it is not a substitute for it.

2 Describe a specific audience

Use real questions from conversations, inquiries, and support requests. Note the situation people are in, the information they need, and what could stop them taking the next step.

3 Choose a manageable channel mix

Start with the channels your audience uses and your team can maintain. Give each channel a purpose rather than copying the same post everywhere.

4 Define three content themes

Combine useful education, evidence of your work, and clear invitations. Write one audience question under each theme to keep the plan grounded.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.

02 / Turn choices into a weekly rhythm

Keep the plan small enough to use. A repeatable review cycle is more useful than a large document no one opens.

1 Prepare the next week

Choose the message, format, channel, owner, and next step for every planned post. Leave space for relevant updates rather than filling every slot.

2 Review before scheduling

Check facts, links, accessibility, permissions, and any required approval. Keep the final version and the owner of the next action easy to find.

3 Measure with context

Review the same reporting period each time. Pair channel activity with useful outcomes and record anything that affected the results.

4 Change one decision at a time

Keep a short learning log: what happened, what it may mean, and what you will test next. Treat a small sample as a clue, not a universal rule.

PUT IT TO WORK / Use the worksheet on page 4 to capture your decisions.



Your working sheet

Print this page or annotate it in your PDF reader. Add your own details, then give each next step an owner.

● Primary objective and evidence of progress

● Audience situation and main question

● Our three content themes

● Channels and the purpose of each

● Weekly owner and review date

● One change to test next
