

# SOCIAL MEDIA BLUEPRINT

W O R K B O O K



Step-by-step guide to creating a social media plan

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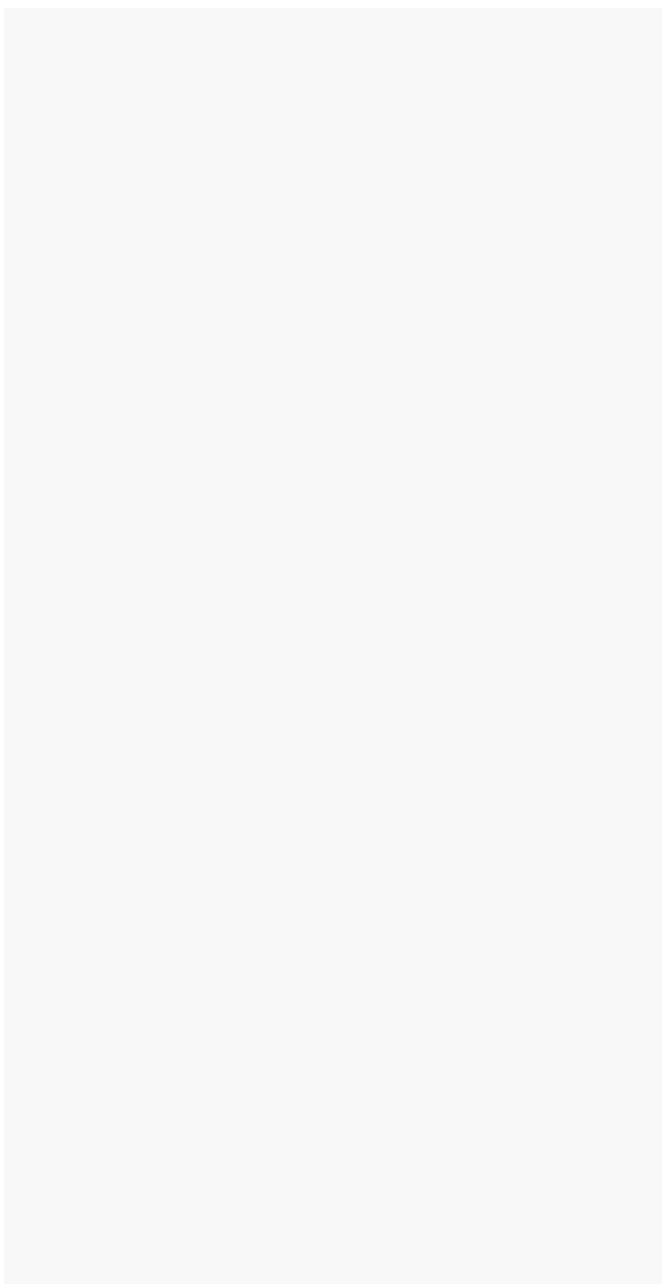
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# Define your "why"

There are many benefits to using social media when you use it with intention. From the list below, select at least three objectives that will form the basis for your social media blueprint.



What are your top objectives for Social Media?

- Increase brand awareness
- Build a personal brand
- Stay top of mind
- Attract an audience
- Engage with your audience
- Generate revenue
- Grow your email list
- As a promotional tool
- As a way to network
- Increase website traffic
- Partner with influencers
- Stay on top of industry news

# Set your goals

In the area below set your S.M.A.R.T goals

OBJECTIVE

GOAL

METRIC


Each social media channel is good for something different. Consider the strengths and weaknesses of each platform against your goals in order to determine which channels are right for you.

Write down your first social media goal and brainstorm the ways each channel could help you meet that goal. Repeat for your second goal, and then your third etc.

Goal

Facebook

Goal

Instagram

Goal

YouTube

Goal

Twitter

# Find your audience

Fill out each of the questions below. The answers will help you to create your Client Avatar.

What are the characteristics of your target audience? Consider areas such as age group, gender, and marital status.

Where do they live?

What industry do they work in?

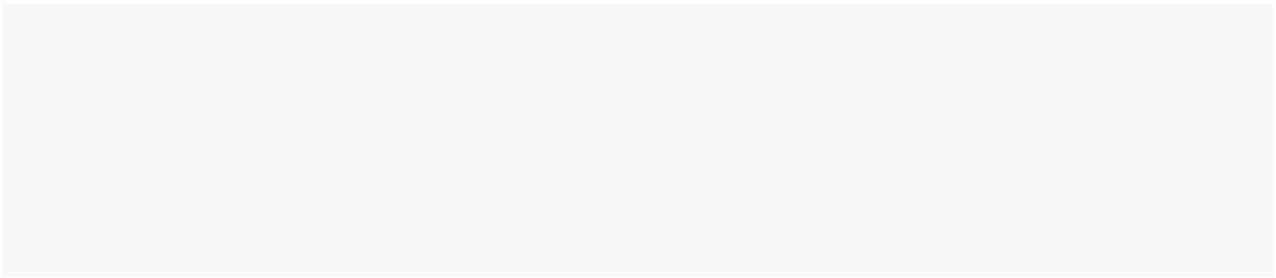
How much do they earn? This will help you determine the price range of your product down the line

What are their hobbies? Include both their hobbies and how they spend their free time.

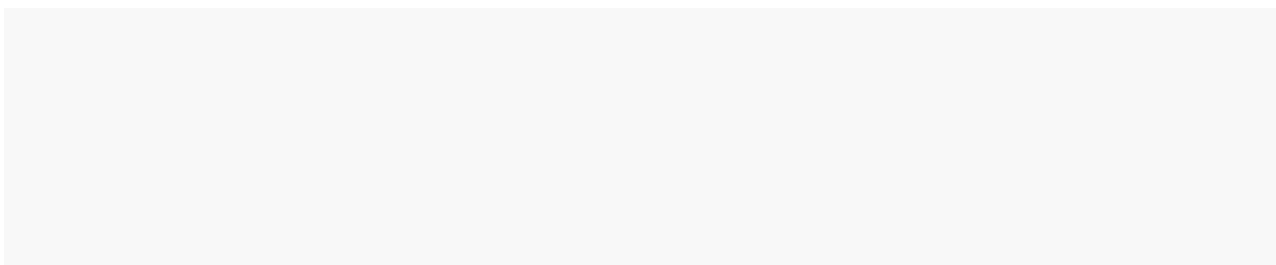
How do they get their information? (social media, online articles, Google, newspapers, magazines, word of mouth etc)

How do they communicate?

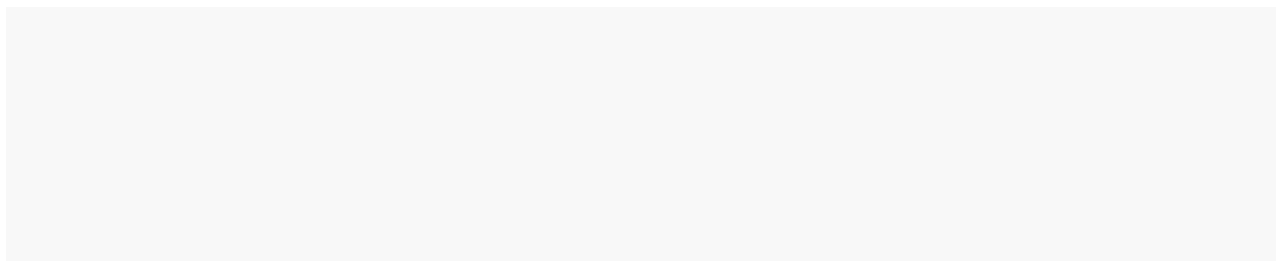
How do they think? Consider personality type, attitude, values, lifestyle, and behaviour.



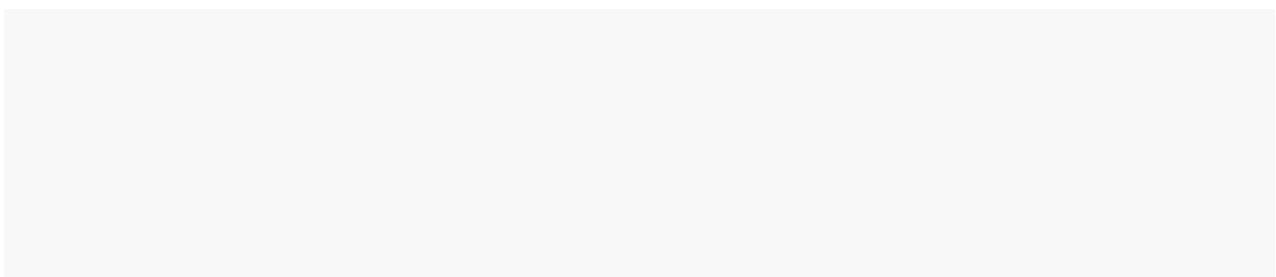
Who is important to them?



How can you best reach your target market? This factors into how your target market profile likes to communicate.



What challenges do they face? How can you support them?





How does your idea, service, or product help your target audience?

# Client Avatar

Use the answers from the previous questionnaire to create your Client Avatar.

## DEMOGRAPHICS

Age:

Sex:

Location:

Education level:

Occupation:

Annual income:

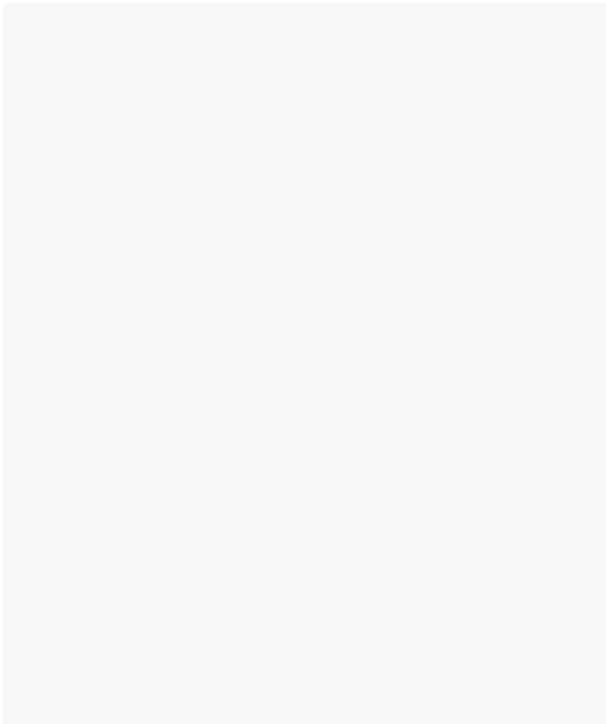
Marital status:

Location:

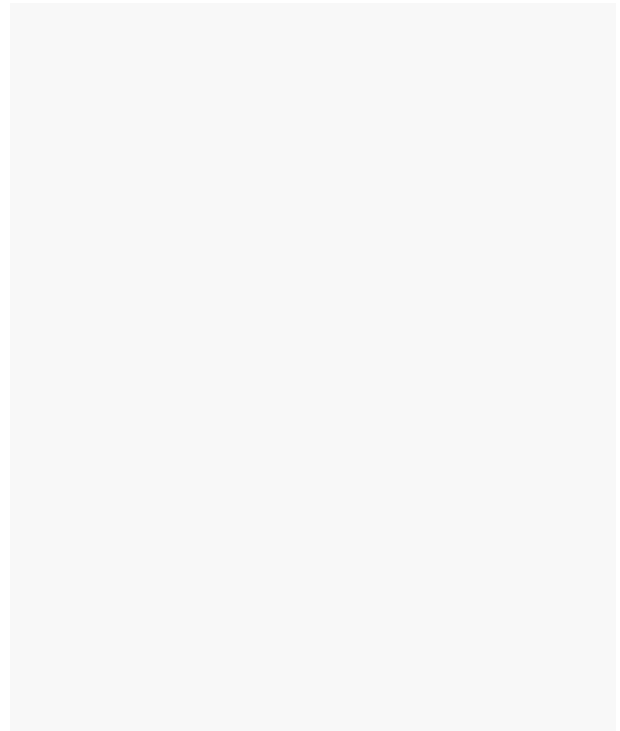
Number of kids:

Other:

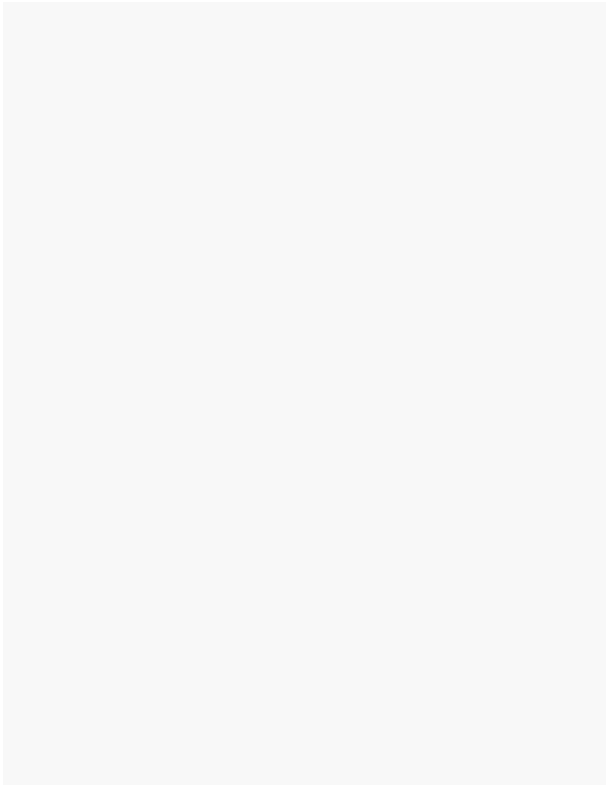
GOALS & VALUES



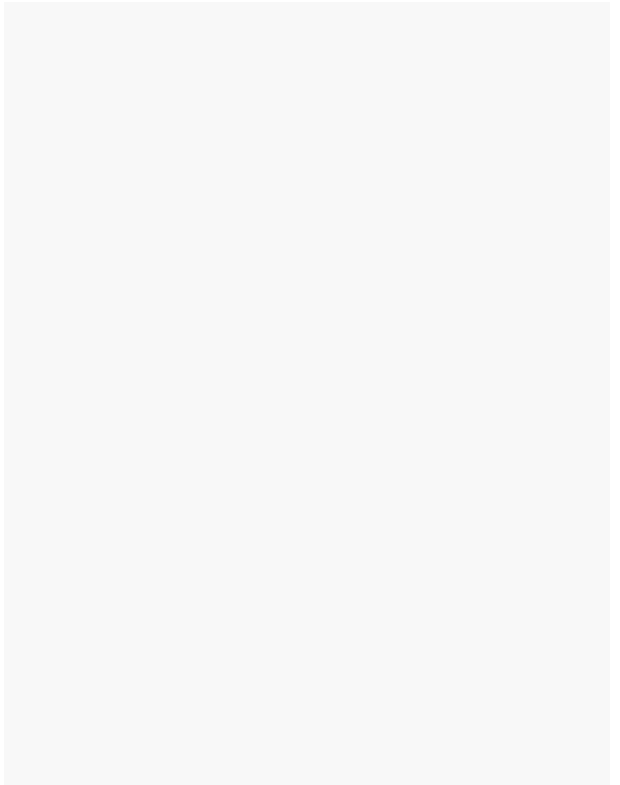
CHALLENGES & PAIN POINTS



SOURCES OF INFORMATION



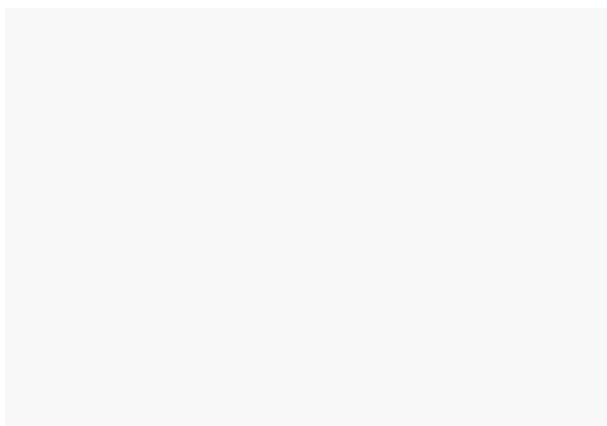
OBJECTIONS



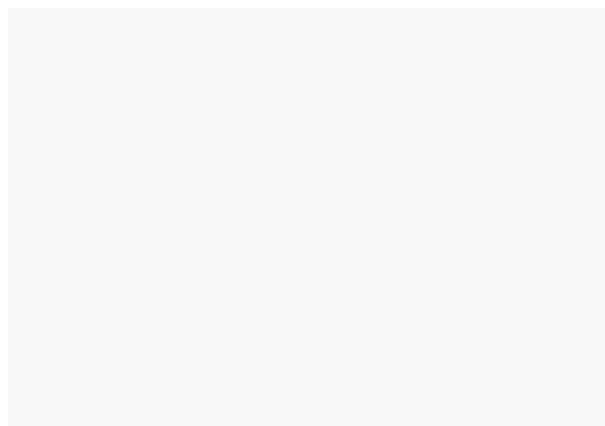
# CONTENT IDEAS

Brainstorm a list of ideas for each content bucket using the worksheet below.

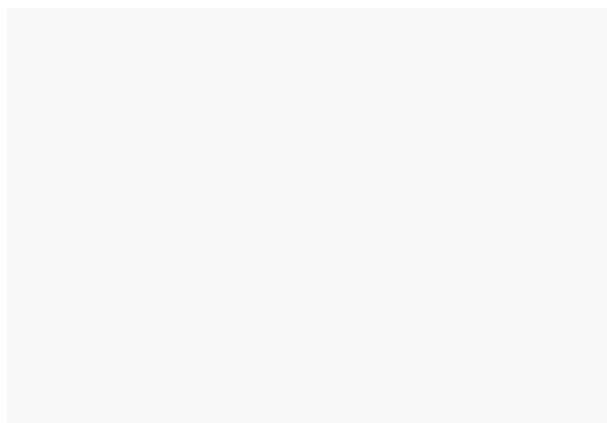
INDUSTRY RELATED



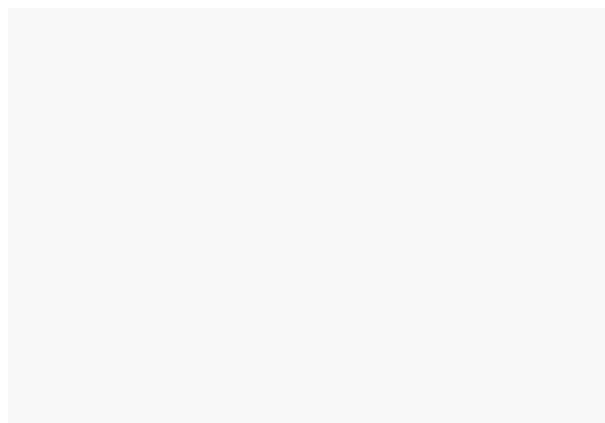
QUESTIONS



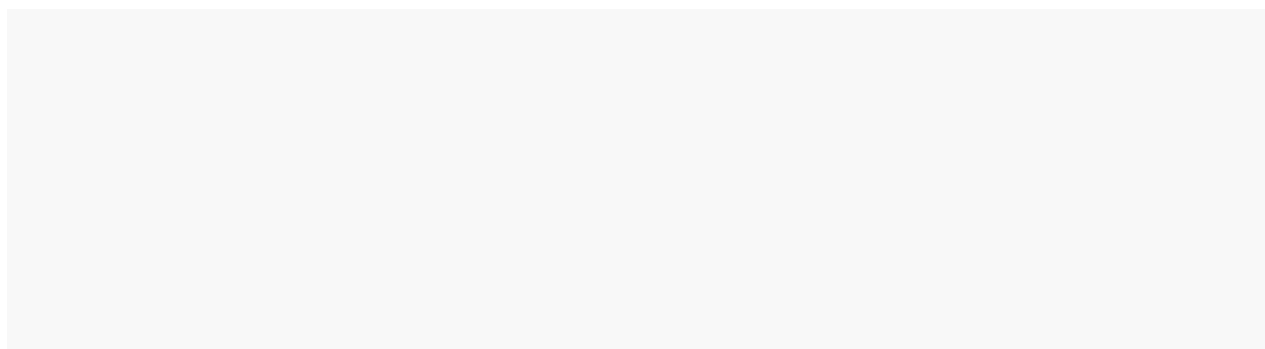
TIPS



HELPFUL RESOURCES



OTHER



# CONTENT BUCKETS

Write a brief description of what the next task is, or what you want your audience to write in the box below.



## ENTERTAINMENT

- Memes
- Jokes
- Funny Holidays
- Video
- Contest
- Giveaways



## INSPIRATION

- Quotes
- Trivia
- Facts
- Photos
- Video



## EDUCATION

- Blog Post
- Research
- Resources
- Industry News
- Tips
- Case Studies
- Video Training
- FAQ



## CONVERSATION

- Polls
- "Caption this"
- Questions
- Ask for advice
- Fill in the blank



## CONNECTION

- BTS
- Your Story
- Fun Fact
- Previews
- Process



## PROMOTION

- Testimonial
- Newsletter
- Promotion
- Follow me on . . .
- Services
- Premiere
- Commission
- CD/Recording
- Event

# Posting prompts

MOTIVATIONAL POST	FREEBIE	FAQ	TBT	TEXT QUOTE
MOTIVATIONAL VIDEO	LISTBUILDING POST	INTRODUCE YOURSELF	MEME	BEHIND THE SCENES
INSPIRATIONAL QUOTE	PROMOTIONAL POST	FUN FACT	TRIVIA	ASK A QUESTION
FREE TRAINING	BLOG POST	SHARE A HELPFUL TIP	SHARE A CLIENT TESTIMONIAL	HUMOR

Notes

MON

TUES

WED

THURS

FRI

SAT

SUN

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# Yearly Planner

2021

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

# Social Media Growth Tracker

	FACEBOOK	INSTAGRAM	TWITTER
Month 1			
Month 2			
Month 3			
Month 4			
Month 5			
Month 6			
Month 7			
Month 8			
Month 9			
Month 10			
Month 11			
Month 12			