

Social Media Channel Strategy **f O j in k**

Goal (1)			
Objectives (2)			
Audiences (1-2)			
Measurement (1-3)			
Cadence			
Shows (2)			



Social Media Channel Strategy

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Goal (1)	Desired	Desired	Desired	Desired	Desired
	Outcome	Outcome	Outcome	Outcome	Outcome
Objectives (2)	Measurable	Measurable	Measurable	Measurable	Measurable
	Actions	Actions	Actions	Actions	Actions
Audiences (1-2)	With Whom You Are Communicating				
Measurement (1-3)	How You Know It's Working (or not)				
Cadence	Expected Posts				
	per Week				
Shows (2)	Your Premier,				
	Consistent	Consistent	Consistent	Consistent	Consistent
	Programming	Programming	Programming	Programming	Programming