

# SOCIAL MEDIA STRATEGY CANVAS

## SOCIAL MEDIA PURPOSE

Why are we on it and what are our business goals with it? List 1-3

## SUCCESS?

What does success look like and how will we know if our investment has been worth it?

## WHO?

Who are we trying to reach with social media? (List your main audience types (segments and characteristics))

## WHAT MATTERS?

What matters to my audience in the context of our business? List the top 3-5 needs or wants of your audience. These could be pain points or new opportunities.

## ACTION?

What do we want our audiences to do?  
i.e. follow us, comment, share, click through, submit enquiry...

## INSIGHTS?

What do I know about the trends in my target market / audience segment. Gather key insights by conducting keyword research, hashtag research and tapping into other key sources in my sector.













## MY THEMES

List the key overarching themes that need to go into your messages/content

## MY HASHTAGS

List the key hashtags for your sector and your brand

## PLATFORM TIPS

 1200 x 630px Tuesday, 10am  25-34yrs 48% female 52% male	 1200 x 630px Thursday, 10am  25-34yrs 43% female 57% male	 1080 x 1080px Tuesday, 3pm  25-34yrs 48.4% female 51.8% male	 1080 x 1920px Thursday, 1pm  10-19yrs 61% female 39% male	 1920 x 1080px Friday, 3pm  15-35yrs 46% female 54% male	 1024 x 512px Friday, 12pm  19-29yrs 38.4% female 61.6% male
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# PLATFORM STRATEGY

Platform [i.e Facebook, LI...]	Purpose	Audience segment	Tone	Key messages	Content types	Frequency
