A black and blue logo with a star

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**Social Media Strategy Worksheet**

**1. Define Your Pub’s Brand Purpose**

Define your pub’s brand and purpose to give you authority and greater meaning, and to separate you from your competitors.

What does your pub stand for?

……………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………………

What is your pub’s personality? (E.g., honest, daring, reliable, charming)

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**2. Set Your Goals**

It’s important to be clear on what you want to achieve from your social media activity. This makes it easier to focus your planning and track your progress.

What are your priorities? Brand awareness, website traffic, sales or leads, to build an engaged community, or something else.

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What is your timeline? Do you have a deadline for these goals?

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**3. Create Audience Personas**

Build audience personas to create strong and meaningful relationships with your customers.

Describe your ideal target audience by detailing some characteristics: Age, location, family role, job title, interests, favourite brands, social media platform of choice, etc.

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**4. Choose Your Social Media Platforms**

Facebook: Yes/No

Instagram: Yes/No

TikTok: Yes/No

Threads: Yes/No

X(Twitter): Yes/No

YouTube: Yes/No

LinkedIn: Yes/No

Pinterest: Yes/No

Other: …………………………

**5. Audit Your Current Activity**

It’s important to review your social media activity to understand how your social media is currently working. Look at the last three months of activity:

Social Media Platform: ……………….

Followers: ……………….

Average Posts Per Week: ……………….

Average Reach Per Post: ……………….

Standout Activity: …………………………………………………………………………………… ……………………………………………………………………………………………………………

Social Media Platform: ……………….

Followers: ……………….

Average Posts Per Week: ……………….

Average Reach Per Post: ……………….

Standout Activity: …………………………………………………………………………………… ……………………………………………………………………………………………………………

Social Media Platform: ……………….

Followers: ……………….

Average Posts Per Week: ……………….

Average Reach Per Post: ……………….

Standout Activity: …………………………………………………………………………………… ……………………………………………………………………………………………………………

**6. Create Content Pillars**

Content pillars represent topics that are relevant to your brand and your target audience.

Brainstorm ideas that suit the theme of your pillars below.

|  |  |  |  |
| --- | --- | --- | --- |
| Pillar 1: …………… | Pillar 2: …………… | Pillar 3: …………… | Pillar 4: …………… |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**7. Build Your Processes**

Building robust processes behind your social media is a great way to save time and be more organised.

What are your regular tasks to create a consistent social media presence?

Daily Tasks: …………………………………………………………………………………………………………… Weekly Tasks: …………………………………………………………………………………………………………… Monthly Tasks: ……………………………………………………………………………………………………………

Which tools will help you manage your social media output?

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**8. Structure Your Team**

Social media should be part of someone’s official job role, and you should be clear about how much time a member of your team should spend on social media activities per week (e.g., full-time or two hours per day, etc.). This could be an employee or a freelancer.

Name: ………………………………………………………………………………………………….

Job Title: ……………………………………………………………………………………………….

Key Responsibilities: ………………………………………………………………………………..

Hours: ………………………………………………………………………………………………….

Name: ………………………………………………………………………………………………….

Job Title: ……………………………………………………………………………………………….

Key Responsibilities: ………………………………………………………………………………..

Hours: ………………………………………………………………………………………………….

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Job Title: ……………………………………………………………………………………………….

Key Responsibilities: ………………………………………………………………………………..

Hours: ………………………………………………………………………………………………….

**9. Establish Growth Tactics**

What are your key methods for achieving your social media goals? For example: Paid social media advertising, an influencer outreach campaign or a social media competition. Next to each tactic, give an estimated monthly budget for this activity.

Tactic 1: …………………………………………………….

Tactic 2: …………………………………………………….

Tactic 3: …………………………………………………….

Tactic 4: …………………………………………………….

Budget: ……………………..

Budget: ……………………..

Budget: ……………………..

Budget: ……………………..

**10. Measure Your Success**

What key performance indicators (KPIs) will you set for your activity? Being focused on what you want to achieve will help you to analyse the success of your activity.

Choose the key metrics that you will analyse to establish your ROI:

Reach: Yes/No

Impressions: Yes/No

Website Traffic: Yes/No

Social Engagement: Yes/No

Conversions: Yes/No

Video Views: Yes/No

Profile Visits: Yes/No

Followers: Yes/No

Other: ……………………………………...

What are your targets? (E.g. reach 10,000 social media users within 3 months)

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