

**Goal** \_\_\_\_\_

**Objective** \_\_\_\_\_



**Who** \_\_\_\_\_

**What** \_\_\_\_\_

**Where** \_\_\_\_\_

**When** \_\_\_\_\_

**Why** \_\_\_\_\_

**How** \_\_\_\_\_

**Measurement** \_\_\_\_\_

**Notes** \_\_\_\_\_

\_\_\_\_\_

# Creating Your Strategic Social Business Plan

## Goals and Objectives

*Goals are general. Objectives are precise.*

*Goal example: We will be the top widget company by December 31, 2013. Objectives example: We will introduce the new xyz widget in January 2013 and will achieve \$### million dollars in sales in 2013.*

Goal 1 \_\_\_\_\_

Objective 1 \_\_\_\_\_

Objective 2 \_\_\_\_\_

Objective 3 \_\_\_\_\_

Goal 2 \_\_\_\_\_

Objective 1 \_\_\_\_\_

Objective 2 \_\_\_\_\_

Objective 3 \_\_\_\_\_

Goal 3 \_\_\_\_\_

Objective 1 \_\_\_\_\_

Objective 2 \_\_\_\_\_

Objective 3 \_\_\_\_\_

## Mapping Objectives to Communication Strategy

*Who? What? Where? When? Why? How?*

### Who?

Who are the people inside your organization essential for achieving objectives?

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Who are the people outside of your organization essential for achieving objectives?

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Who are your prospects and customers?

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Who do you need to monitor or listen to and engage?

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Who are the people who need to communicate with each other?

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### What?

What content do you already have that you can share, such as articles, videos, photos, podcasts, manuals, studies, surveys, papers, press releases, events, causes, fun, etc.?

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What content should you create?

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What content can you discover and leverage?

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What can you do to create dialogue and engage others?

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## Where?

Where should you be in Social Media?

- |                                   |                                    |                                     |                                   |
|-----------------------------------|------------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Google+   | <input type="checkbox"/> Foursquare | <input type="checkbox"/> Blogs    |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> YouTube   | <input type="checkbox"/> Instagram  | <input type="checkbox"/> Internal |
| <input type="checkbox"/> Twitter  | <input type="checkbox"/> Pinterest | <input type="checkbox"/> Quora      | <input type="checkbox"/> Platform |

## When?

When is the best time for you to post content?

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When is the best time for your audiences to engage with content?

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How often should you share content?

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## Why?

Are your actions tied to your goals and objectives? Does it support your mission? Does it engage and help others?

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## How?

How are you going to make this happen? Who can help?

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How will you measure your activities and results?

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Do you need enabling technology?

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## **Resources**

### **Peter Drucker: Five Questions**

- What is our mission?
- Who is our customer?
- What does the customer value?
- What are our results?
- What is our plan?

### **The Four-Way Test (Rotary)**

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?

# 30-Day Social Media Outline



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