

Single-Event Social Media Strategy for: \_\_\_\_\_

Single-Event Social Media Strategy for: _____		
Key Message(s):		
Goal(s):		
Facebook:		
Twitter:		
Linked In:		
Blog:		
YouTube:		
E-Blast:		
Website:		
ROI:	Qualitative	Quantitative

## Social Media Marketing Strategy for the Week of: \_\_\_\_\_

	Monday	Tuesday	Wednesday	Thursday	Friday
<b>Key Message(s):</b>					
<b>Goal(s):</b>					
<b>Facebook:</b> 1-2 posts daily					
<b>Twitter:</b> 1-2 posts daily					
<b>Linked In:</b> 1-2 posts daily					
<b>Blog:</b> 2-3 posts weekly					
<b>YouTube:</b> 1 post weekly					
<b>E-Blast:</b> 1 per week					
<b>Website:</b> 2-3 updates per week					
<b>Measure(s) of Success:</b>	FB new "likes": RTs: @mentions/tags: LI comments: E-blast opens:	FB new "likes": RTs: @mentions/tags: LI comments: E-blast opens::	FB new "likes": RTs: @mentions/tags: LI comments: E-blast opens:	FB new "likes": RTs: @mentions/tags: LI comments: E-blast opens::	FB new "likes": RTs: @mentions/tags: LI comments: E-blast opens: