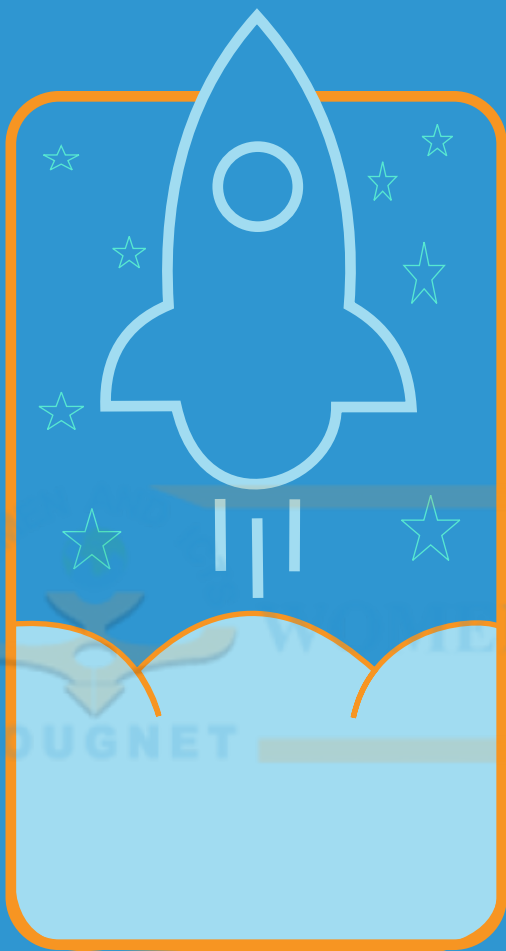# How Does Your Social Media Strategy Check Out?

Use this checklist from **WOUGNET** to **AUDIT** your current efforts and Inspire new strategies

What are Your Social Media Goals in 2019?

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Increase Brand Awareness

To create authentic and lasting brand awarenesss, avoid a slew of promotional messages Instead, focus on meaningful content and a strong brand personality through your social channels

Higher Quality of Sales

Digging through your social channels is neerly impossible without monitoring or listening to specific keywords, phrases or hashtags. Through more efficient social media targeting, you reach your core audience much faster.

Drive In-Person Sales

Some retailers rely on social media marketing efforts to drive in-store sales. Is your brand promoting enough on social to reward those who come to you? What about alerting customers to what's going on in your stores?

Improve ROI

There's not a brand on social media that doesn't want to increase its return on investment. But on social, this goal is specific to performing a thorough audit of your channels and ensuring cost of labor, advertisements and design to stay on track.

Create a Loyal Fanbase

Does your brand promote user-generated content? Do your followers react positively without any initiation? Getting to this point takes time and effort with creating a positive brand persona on social.

Higher Quality of Sales

Digging through your social channels is neerly impossible without monitoring or listening to specific keywords, phrases or hashtags. Through more efficient social media targeting, you reach your core audience much faster.

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2 *Where will you reach your social media audience?*
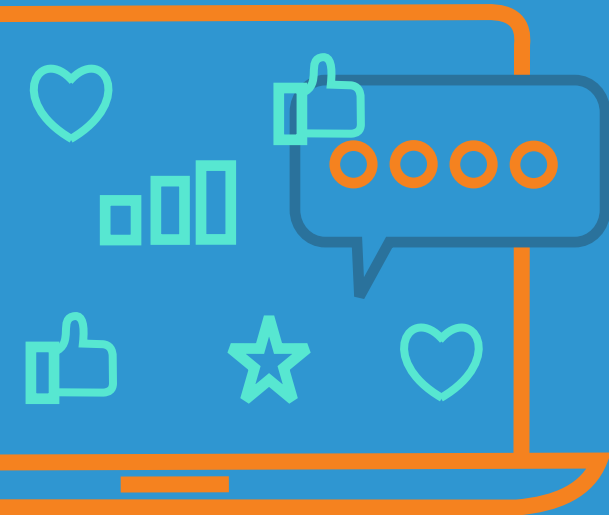
- ☑ Facebook
- ☑ Instagram
- ☑ Twitter
- ☑ Linked
- ☑ Snapchat

What Are Your Core Demographics?

Age
- ☑ 18 - 29
- ☑ 30 - 49
- ☑ 50 - 54
- ☑ 65+

Gender
- ☑ Male
- ☑ Female

Location
- ☑ Urban
- ☑ Suburban
- ☑ Rural

Income
- ☑ Ugx 50,000
- ☑ Ugx 100,000 - 500,000
- ☑ Ugx 500,001 - 1M
- ☑ Ugx 1M+

Education
- ☑ High School or Less
- ☑ Some College
- ☑ College +

What Are Your Core Social Media Metrics?

Reach

Post reach is the amount of those who saw your post. The amount of posts counts as reaching someone when it's shown in the News Feed. How far is your content spreading across social? Is it actually reaching user's feeds?

Clicks

This is the amount of clicks on your content, company name or logo. Link clicks are critical toward understanding how users move through your marketing funnel. Tracking clicks per campaign is essential to understand what drives curiosity or encourages those to buy.

Organic & Paid Likes

More than just standard Likes, these likes are defined from paid or organic content. For channels like Facebook, organic Is much harder to gain traction. However, Instagram is a great channel to work organic content regularly for more interactions.

Hashtag Performance

What were your most used hashtags on your own side? Which hashtags were most associated with your brand? Or what hashtags created the most engagement?

Sentiment

This is the measurement of how users reacted to your content, brand or hashtag. Did customers find your recent campaign offensive? What type of sentiment are people associating with your campaign hashtag? It's always better to dig deeper and find what people are saying.

Engagement

The total number of social interactions divided by number of impressions. For engagement, it's about seeing who interacted and if it was a good ratio out of your total reach. This provides light to how well your audience perceives you and willingness to interact.

Who Are Your Biggest Social Media Competitors

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1 _____

2 _____

3 _____

4 _____

5 _____

What are your Competitors Top Posts

Post _____

Network _____

Likes _____

Engagements _____

Post _____

Network _____

Likes _____

Engagements _____

What type of content Will you Produce

Videos

Photos

Webinar

Case Study

Gated Guides

Blog Post

What are your best times to post on social?

Facebook

Day _____

Time _____

Instagram

Day _____

Time _____

Twitter

Day _____

Time _____

LinkedIn

Day _____

Time _____

Snapchat

Day _____

Time _____

Analysis: Assess which posts were successful versus unsuccessful and way
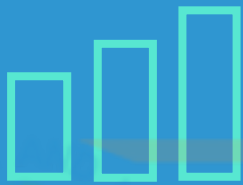
Reporting: Showcase your results with streamlined visual presentations

Improvement: Optimize what works and scrap what doesn't