



FOR FORT COLLINS

Social Media Strategy

How Your Social Goals Align to Your Business Goals

| Business Goals | Social Media Goals | Our Metrics |
|---|--|--|
| [eg., Help new customers find our location] | Awareness (the awareness metric shows how many current and potential audience members are looking at you) | Reach, impressions, follower growth, shares, etc. |
| [eg., Convince people to shop with us] | Engagement (the Engagement metric shows how your audience is interacting with you) | Comments, likes, mentions |
| [eg., Sell our products] | Conversions (the conversions metric shows how many of your audience is completing your ultimate social media goal) | Website clicks, email signups, product sales, etc. |

| Social Posting Strategy

[Social Network #1]

Best days and time of day to post on [Social Network #1]

[Social Network #2]

Best days and time of day to post on [Social Network #2]

[Social Network #3]

Best days and time of day to post on [Social Network #3]

Content Strategy

| [Content Type #1] | [Content Type #1] | [Content Type #1] |
|---|--|--|
| -educational or entertaining from your brand -connect with customers on a deeper level | -soft promotion | -hard promotion with a call to action |
| Post Ideas | Post Ideas | Post Ideas |
| [eg., employee spotlight, DIY video, user generated content] | [eg., news, event happening, shared content] | [eg., Black Friday Sale, contest] |
| Frequency | Frequency | Frequency |
| [eg., 3x per month, 2x per week, etc.] | [eg., 3x per month, 2x per week, etc.] | [eg., 3x per month, 2x per week, etc.] |

Hashtag Strategy

| Hashtag Type | Relevant Hashtags |
|--|-------------------|
| Location (eg., places, neighborhoods, city) | |
| Branded (eg., product, your brand) | |
| Industry (eg., your business niche) | |
| Descriptive (eg., the content of your post, what people will search for) | |
| Other | |