

SOCIAL MEDIA STRATEGY

Quarterly Planning Template

Revision: 001

BUSINESS NAME
PRIMARY GOAL (ROI/AWARENESS/COMMUNITY)
TARGET AUDIENCE PERSONA
KEY BRAND HASHTAGS

CHANNEL	POST FREQUENCY	CONTENT PILLARS / TOPICS	SUCCESS METRIC (KPI)
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Instagram

LinkedIn

Facebook

TikTok/Reels

X / Other

Visual Assets Ready
Engagement Block Scheduled
Bio Links Updated
Ad Budget Allocated
Competitor Review Done

Analytics Reviewed

NOTES & MONTHLY FOCUS