

POST Social Media Strategy Worksheet

P is People. Don't start a social strategy until you know the capabilities of your audience.

O is objectives. Pick one. Decide on your objective before you decide on a technology. Then figure out how you will measure it.

S is Strategy. Strategy here means figuring out what will be different after you're done. Imagine the endpoint and you'll know where to begin.

T is Technology. A blog, website, social media campaign. Once you've identified your people, objective, and strategy, then you can decide with confidence.