seventhgear communications

Guided Questions to Elevate Your Social Media Strategy

"Your brand is on social media – great! Do you know why you're there, or what you're getting out of it? These guided questions are a starting point to help you evaluate your current social media strategy."

Current Platforms

- Does each platform have a clear mission statement?
- Is the branding across my platforms consistent?
- Do my current platforms match my target audience?

Goals & Objectives

- What outcomes are most important for social media?
- Can I tie those outcomes to larger marketing goals?
- Are my social media goals realistic, achievable, measurable, and specific?

Content Strategy

- What kind of content does my audience want to see?
- How much of my existing content can be repurposed or adapted?
- What's the ideal publishing frequency and content type for each platform?

Measurement and Metrics

- How am I measuring social media performance?
- What are the best metrics to use to track progress?
- How can my strategy evolve based on these results?

"Download the companion Strategic Guide: Social Media for Business for a step-by-step blueprint of how to develop your own social media strategy."