

## SOCIAL MEDIA

Consider your presence online.

Check off the social media that your company uses or should use. Note who can be the primary target group and what you want to get from being present on each platform. Then, think of examples of what to publish on each platform and the content's ideal response. Use the checklists for inspiration if needed.

### CHECKLIST: Purpose of using Social Media

- Better Brand Awareness
- More Customers
- More Customer Loyalty
- Bigger Engagement
- Lead Generation
- Increased Sales
- Positioning as Opinion Leader
- More Traffic on Website



### CHECKLIST: Content on Social Media

- Blog posts
- News
- Photos
- Product photos
- Other's Photos / Content
- Taped Interviews
- Presentations
- Activities
- Competitions



SOCIAL MEDIA	USE?		PRIMARY TARGET GROUP	WHAT DO I GET FROM THIS PLATFORM?	WHAT TO PUBLISH	WANTED / EXPECTED RESPONSE
	Yes	No				
Facebook						
Instagram						

\*\*\* Credit to GrowthWheel for the content and format of this Decision Sheet V2.1