



## Social Media Strategy Worksheet

Why do I need social media (justification)?

1	
2	
3	
4	

Who is responsible for my social media?

Name	Role	Contact Info

What are my social media goals?

Goals	Related County Goal	Related University Goal

Where should I be listening?

Where	What are they saying?	Keywords/Trends

How am I going to measure the impact?

Measurement	Tool

Who are my audiences?

Audience	Preferred Social Media	Demographics & Psychographics

What content am I going to create? (see editorial calendar)

What's my voice?

Which social media platforms will I use?

Platform	Available/Access	Person Responsible

What tactics will I use?

Tactic	Source	Person Responsible

Developed by Emily E. Eubanks, University of Florida/IFAS Center for Landscape Conservation and Ecology for the March 2014 eXtension Master Gardener Coordinator Webinar: Social Media Strategy.