

Social Media Strategy Worksheet



P.O.S.T Method

Project:

Goal:



PEOPLE

Who are you trying to reach? How are they using social media? Start a social media strategy by understanding your audience and their use of social media.



OBJECTIVES

What are you trying to accomplish with social media? Decide on your objectives before you choose which tools to use.



STRATEGY

How does social media support your objectives? What will success look like? How will you get your project to embrace a social media strategy? Create a plan for meeting your objectives that considers your organizational culture and resources.



TECHNOLOGY/TOOL(S)

What tools best support your objectives and your audience's needs? How many hours do you need to allocate to using this tool? Select tools after considering your audience, objectives and strategy.

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Adapted from: Bernoff J. The POST method: a systematic approach to social strategy. In: Groundswell: How People with Social Technologies Are Changing Everything. December 11, 2007. <http://blogs.forrester.com/groundswell/2007/12/the-post-method.html>.