

# THE BREAKDOWN



## Develop A Custom Social Media Strategy

CREATED BY: TIFFANY MALONE

### Identify your target audience.

Who do you serve?

Who is your target audience?

### Content Creation.

What social media platforms is your target audience on?

What social media platforms will you utilize?

What services does your company provide?

What feeling do you want your clients/audience to have?

What type of content would your audience connect with?

What type of content will your company post (graphic, photos etc.?)

### Messaging.

Describe your social media voice.

How do you want use audience to feel when reading your captions?

Can you use slang?

### Optimizing social media features.

What features are you utilizing on your social media platforms right now?

What features do you WANT to utilize on social media?

How will using these features benefit your platform & messaging?

### Engagement & Outreach.

How will you respond back to comments, DMs, retweets, etc.?

How would you like to engage with your audience?

How are you connecting your clients to your social media?

What outreach tactics can you use to connect others to your social media?

### Branding.

What's your color scheme?

What mood do you want your aesthetic to convey?

What's your social media schedule look like? (MUST STAY CONSISTENT)