



# SOCIAL MEDIA STRATEGY PLANNING TRAINING MODULE



**SHIRE MARKETING SPECIALISTS**  
IN PARTNERSHIP WITH

# UNCOVER THE COTSWOLDS

# SOCIAL MEDIA STRATEGY PLANNING

Set social media marketing goals that align to business objectives

Set SMART goals

Each of your goals should be:

Specific

Measurable

Attainable

Relevant

Time-bound



# LEARN EVERYTHING YOU CAN ABOUT YOUR AUDIENCE

Know who your audience is and what they want to see

Create audience personas

Personas sharpen your marketing tactics

Gather real-world data - Don't make assumptions



# RESEARCH THE COMPETITION

Conduct a competitive analysis

Evaluate what's needed in your industry

Spot opportunities

Focus on the networks where your audience is underserved



# CONDUCT A SOCIAL MEDIA AUDIT

## Evaluate your current efforts

Look at what you've already accomplished.

Ask -

What's working?

What's not working?

Who's connecting with you on social?

Which social media sites does your target market use?

How does your social media presence compare to that of your competitors?



## Evaluate your social media channels

Ask -

Is my audience here?

If so, how are they using this platform?

Can I use this account to help achieve meaningful business goals?

# SOCIAL MEDIA STRATEGY

Create a social media content calendar

Set a posting schedule

Regularly evaluate your strategy once a quarter





# More training modules are available from Cotswold Tourism

**For any further specialist support  
please contact us**

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