

# Your Social Media Action Plan

Now that you have the knowledge, it is time to put it into action! Use the following checklist below to help you figure out where to start.

- Write down your main goals for social media.
- Do some research on the best platform for you--this article can be a helpful guide.
- Decide the social media platforms you plan to use
- Register your name on each social media platform even before you plan to use it, this way your name won't be taken when it's time to start your profile.
- Breakdown your goals into SMART goals related to your aim for social media, centre it around deliverables, e.g Gain 300 followers, Post 3 times a week etc.
- Use your SMART goals to create action items to reach these goals.

- Brainstorm ideas on how you would like your overall brand image to be to reach these goals.
- Reach out to your target audience and experts on the type of content they would like to see.
- Research your competitors and look at what type of posts are getting the most engagement.
- Develop a content strategy on how you would like your brand to look and feel.
- Put your social media plan into writing.
- Put your pedal to the metal! Set up your social media profiles and put your plan into action.
- Test different types of content(creative, copy, formats) to see which type of content gets the most engagement.
- Adjust your plan to get the best results.