

SOUTHEAST SOCIAL MEDIA STRATEGY WORKSHEET

This worksheet was last edited on:

Department, Organization or Division Name:

Account Management:

People responsible for managing our account:

Tools we'll use to help us manage the account:

Time we'll dedicate to creating content, posting content, and monitoring comment:

Budget we'll dedicate to social media promotion:

Goals/Objectives:

Why we want to be on social media:

Goals by the numbers:

	Likes/Followers:	Average Reach:	Engagement:
Current:			
Desired by :			

Questions for University Marketing: