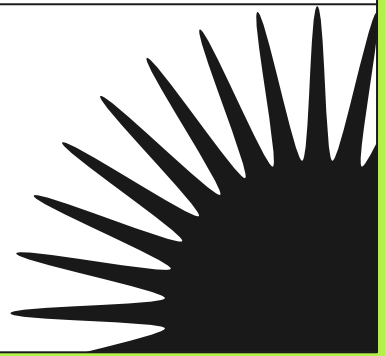
SOCIAL MEDIA STRATEGY

A complete plan to grow impact, engagement, and measurable results



01	Social Media Strategic Plan	06	Platform-Specific Distribution Playbook
02	Executive Summary and Social North Star	07	Influencer and Community Advocacy Plan
03	Current Social Audit and Benchmarking	08	Social Content Calendar and Cadence
04	Audience Demographics and Persona Map	09	Measurement Framework and Attribution KPIs
05	Core Content Pillars and Brand Voice		

SOCIAL MEDIA STRATEGIC PLAN

CLIENT/BRAND PLACEHOLDER Client or brand name placeholder for executive-ready decks	**PLANNING TIMEFRAME** Timeframe placeholder to anchor planning, resourcing, and KPIs	**SIRIUS TEMPLATE** SIRIUS for consistent structure across teams
OUTCOME ALIGNMENT Align marketing, brand, and leadership on outcomes	**VISUAL SYSTEM NOTES** Rich plum, coral accents, warm-white cards	

EXECUTIVE SUMMARY AND SOCIAL NORTH STAR

NORTH STAR VISION

Brand purpose drives measurable social impact through a clear, shared North Star vision statement

QUALIFIED AUDIENCE REACH

Reach objective: grow a qualified audience and deliver measurable engagement lift

MEANINGFUL ENGAGEMENT

Engagement objective: increase meaningful interactions, not vanity metrics

OWNERSHIP AND CHECKPOINTS

Alignment promise: clear ownership, cadence, and decision checkpoints

CURRENT SOCIAL AUDIT AND BENCHMARKING

CHANNEL HEALTH SNAPSHOT

Follower baseline, posting frequency, and content mix provide a channel health snapshot

ENGAGEMENT BENCHMARKING

Engagement rates vary by channel and content type, showing where benchmarking is strongest and weakest

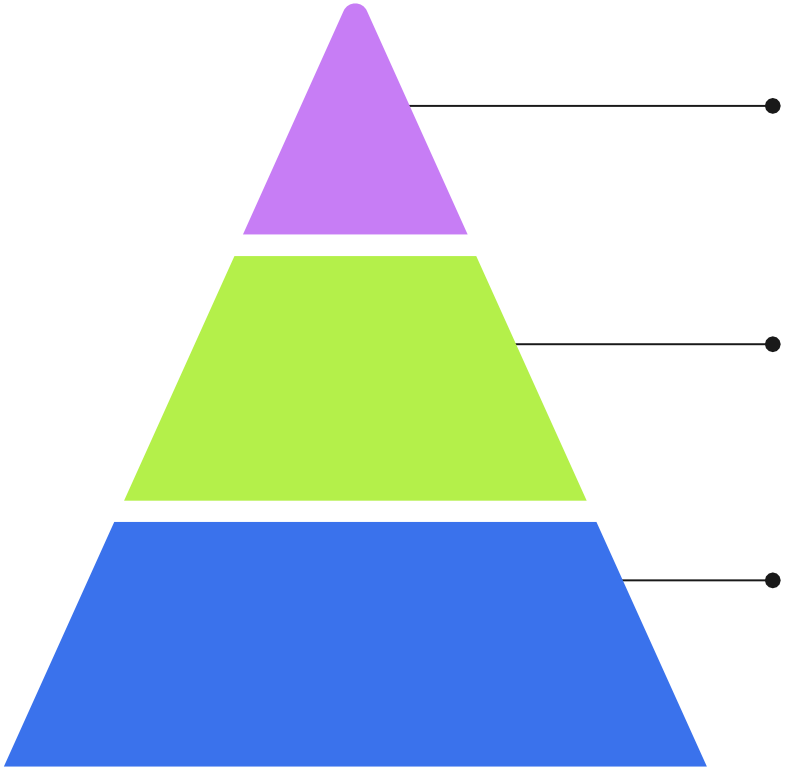
PERFORMANCE GAPS

Top posts outperform underperformers, with likely causes tied to format, timing, and audience fit

COMPETITOR/PEER SCAN

Positioning themes and share-of-audience signals from competitors and peers reveal where differentiation is most needed

AUDIENCE DEMOGRAPHICS AND PERSONA MAP



PLATFORM REACH

Platform fit: which persona is most reachable on TikTok, Instagram, LinkedIn, YouTube

MOTIVATIONS AND TRIGGERS

Persona layer: motivations, objections, and decision triggers for content

PRIMARY SEGMENT

Primary audience segment definition tied to where they spend time online

CORE CONTENT PILLARS AND BRAND VOICE

EDUCATION FORMATS

Education formats that build credibility with clear takeaways

PROOF AND PERFORMANCE

Proof and performance stories that demonstrate outcomes and trust

CULTURE AND COMMUNITY

Culture and community signals that humanize the brand tone

CONVERSION ENABLEMENT

Conversion enablement content that drives clicks and sign-ups

PLATFORM-SPECIFIC DISTRIBUTION PLAYBOOK

TIKTOK & INSTAGRAM RULES

Hook-first scripting, native formats, and a remix cadence for TikTok and Instagram

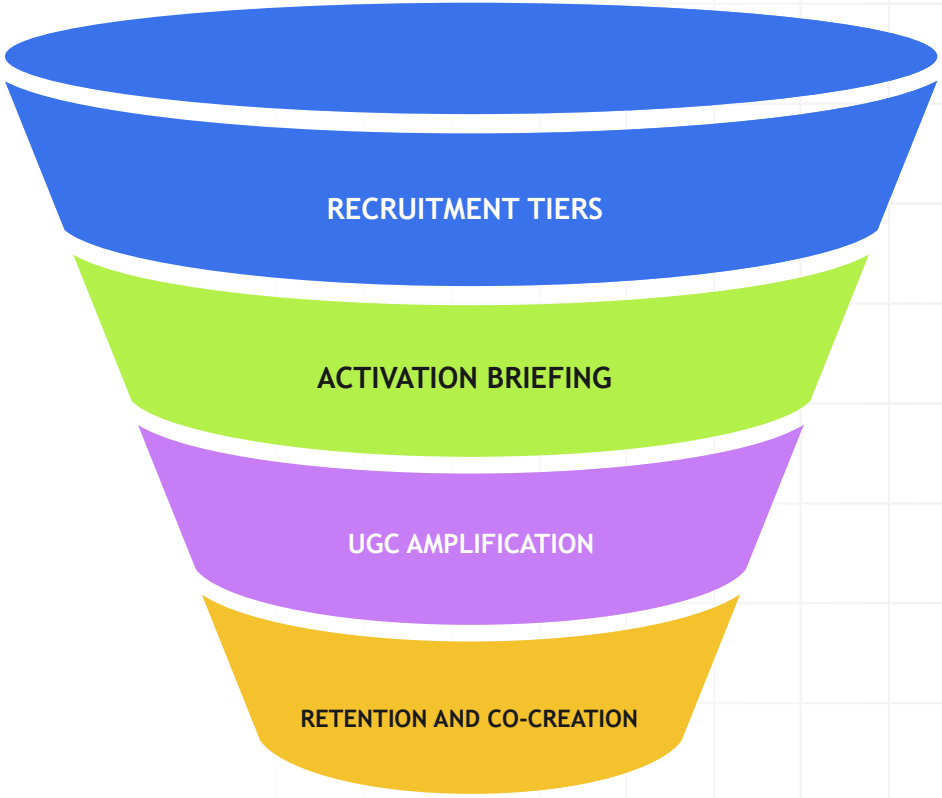
VS

LINKEDIN & YOUTUBE RULES

Value-dense posts, thought leadership themes, and a longer narrative structure for LinkedIn and YouTube

INFLUENCER AND COMMUNITY ADVOCACY PLAN

- Define tiers by audience overlap, credibility, and content-quality signals
- Ambassador briefs, creative guardrails, and publishing windows
- Integrate UGC via reposts, stitched formats, and community challenges
- Use performance-based renewals and co-creation to sustain advocacy



SOCIAL CONTENT CALENDAR AND CADENCE

Day	TikTok	Instagram	LinkedIn	YouTube	
Mon	Short video + reply	Reel + story poll	Carousel + comment sprint	Community update	
Wed	Trend remix + CTA	Reel + UGC repost	Case insight post	Shorts teaser	
Fri	Behind-the-scenes	Carousel recap	Founder or POV video	Mid-week clip	

MEASUREMENT FRAMEWORK AND ATTRIBUTION KPIS

01

KPI MAP

KPI map links reach, engagement, and conversion outcomes to content pillars

02

TRACKING INSTRUMENTATION

Instrument tracking covers CTR, conversion events, and channel-level attribution rules

03

REPORTING CADENCE

Report cadence delivers weekly performance insights and monthly exec-ready readouts

04

OPTIMIZATION LOOP

Optimize loop uses test-and-learn priorities informed by share-of-voice and conversion signals