Social Media Channel Strategy

	f	Instagram	Twitter	in	Snapchat
Goal (1)					
Objectives (2)					
Audiences (1-2)					
Measurement (1-3)					
Cadence					
Shows (2)					

Social Media Channel Strategy

	f	ⓘ	🐦	in	👻
Goal (1)	Desired Outcome	Desired Outcome	Desired Outcome	Desired Outcome	Desired Outcome
Objectives (2)	Measurable Actions	Measurable Actions	Measurable Actions	Measurable Actions	Measurable Actions
Audiences (1-2)	With Whom You Are Communicating	With Whom You Are Communicating	With Whom You Are Communicating	With Whom You Are Communicating	With Whom You Are Communicating
Measurement (1-3)	How You Know It's Working (or not)	How You Know It's Working (or not)	How You Know It's Working (or not)	How You Know It's Working (or not)	How You Know It's Working (or not)
Cadence	Expected Posts per Week	Expected Posts per Week	Expected Posts per Week	Expected Posts per Week	Expected Posts per Week
Shows (2)	Your Premier, Consistent Programming	Your Premier, Consistent Programming	Your Premier, Consistent Programming	Your Premier, Consistent Programming	Your Premier, Consistent Programming