

Online and social media platforms are important tools for communication and stakeholder engagement. This template serves as a guide on how to be more strategic in your approach towards leveraging on social media and digital platforms to achieve desired objectives.

Sola Abulu & Associates (SA&A) Online & Social Media Strategy & Planning Template												
STRATEGY								PLAN				
1	2	3	4	5	6	7	8	9	10	11	12	13
Current External Context	Business or Strategic Objective	Audience & Stakeholder Groups	Audience & Stakeholder Interest and Issues	What we NEED the Stakeholder to Know & Do	How we WANT the Stakeholder to Feel	Desired Outcome	Key Performance Indicators	Proposed Messaging to the Stakeholder	Proposed Spokesperson to Deliver the Message	Tools & Platform	Time & Sequence	Feedback & Improvement
What is the current context of the brand, business, institution, or entity? What is the current digital footprint? Are there any issues online or out there in the social media space already? How well known is this brand or entity?	What are you hoping to achieve through social media? What are your big strategic goals for the year and how is your online presence expected to help you achieve those goals?	Which audiences are you looking to target? What are the key stakeholders' group most relevant to achieving your objectives in point 2? Segment audiences according to demographics, location, interest issues, influence, relationship history etc	What do you know about your audience and stakeholder interests and issues? What is the nature of conversation around your brand or matters of interest. What is the prevailing sentiment online and offline? Include your industry audiences and stakeholders in this mapping even if not directly relevant	What do you need your audience and stakeholder to Know and Do in this context? Think carefully about the required call to action for different groups and ensure to build into the messaging and engagement strategy	Describe the desired sentiment that you wish to convey or leave with your audiences and stakeholders during and after the communication and engagement	What would success look like in terms of audience behaviour or sentiment? Are you looking to grow your brand, enhance reputation, increase your online following, stimulate conversations, respond to issues in real time? expand your scope of communication or grow your online community?	What are the specific metrics by which you can determine the level of success on point 2 and 7? How do you measure the outcomes?	What are the overarching themes of your communication to each audience? What is the call to action?	Which voice is best positioned to convey the message? Which objectives are better served with the use of a brand voice as opposed to a leadership voice, brand ambassador or influencer? Ensure your spokespersons are credible voices with the relevant stakeholders?	How do we plan to communicate and engage with these audiences? Bearing in mind points 3 to 7 Which platforms are my audiences and stakeholders most active on? How do they use media currently/ What is their preferred mode of communication?	What should be the timing and sequence of the communication and engagement?	How do you incorporate the feedback from social media and online communication into the strategy going forward?