

# SOCIAL MEDIA STRATEGY TEMPLATE

(BASIC)

A step-by-step guide to crafting your  
social media strategy.

## WHAT IS IN THIS TEMPLATE



Step-by-step guide



“Right” & “wrong” examples



Content plan sample for a week



Clear formula to sum the step



Task for each step



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# GOALS & ACTION PLAN

Make your goals actionable, not just theoretical!

## STEP 1 – DEFINE YOUR GOALS



Brand Awareness



Sales

Etc.



Engagement



Network

## STEP 2 – BREAK BIG GOALS INTO SMALL STEPS



Instead of: “Increase engagement”



“Reply to at least 5 comments per day.”

## YOUR TASK: SET YOUR GOAL

*Write your main goal for your social media strategy using the formula:*

**I want to achieve [goal] by doing [action] within [time frame]**

### **Example:**

I want to grow my followers by 300 by posting 3 times per week and engaging with 10 new followers daily for the next 3 months

*A goal without a plan is just a wish—let's make it real!*



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# TARGET AUDIENCE

Understand your audience to connect effectively!

## STEP 1 – DEFINE YOUR PERSONAS

Your target audience isn't just "everyone." You need to define 2-3 ideal customer personas based on real characteristics.

### Common Mistakes:

- ✗ Assuming all followers have the same interests.
- ✗ Creating vague personas like "People who like social media."

### How to Do It Right:

- ✓ Give each persona a name & age (e.g., "Marketing Mary, 28").
- ✓ Identify their interests & hobbies (e.g., "Loves DIY projects, follows interior design pages").
- ✓ Define their pain points (e.g., "Struggles with content consistency").
- ✓ Describe their buying behavior (e.g., "Researches before buying, trusts influencers").

Persona	Name & Age	Interests	Pain Points	Buying Behavior
1.	[___]	[___]	[___]	[___]
2.	[___]	[___]	[___]	[___]
3.	[___]	[___]	[___]	[___]



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# TARGET AUDIENCE

Understand your audience to connect effectively!

## STEP 2 – WHY DO THEY USE SOCIAL MEDIA?

Understanding why your audience is online helps you create content that resonates.

### Common Mistakes:

- ✗ Posting random content without knowing if your audience values it.
- ✗ Assuming everyone uses social media for the same reasons.

### How to Do It Right:

- ✓ Identify key motivations like learning, networking, or entertainment.
- ✓ Tailor content to match their intent (e.g., If they seek education, create informative posts!).
- ✓ **Inspiration (e.g., Motivational content, trends)**
- ✓ **Networking (e.g., Connecting with like-minded people, career growth)**
- ✓ **Learning New Skills (e.g., Tutorials, industry updates)**
- ✓ **Entertainment (e.g., Memes, videos, fun content)**
- ✓ **Researching Brands (e.g., Looking for product reviews, testimonials)**



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# TARGET AUDIENCE

Understand your audience to connect effectively!

## STEP 3 – WHEN ARE THEY ACTIVE?

Identify when your audience is online to maximize engagement.

### Common Mistakes:

- ✗ Posting without checking insights.
- ✗ Assuming your audience is active 24/7.

### How to Do It Right:

- ✓ Use analytics tools to track peak engagement times.
- ✓ Align content schedules with audience habits.

Time of Day	Morning	Lunch Break	Evening	Weekends
Persona 1	[___]	[___]	[___]	[___]
Persona 2	[___]	[___]	[___]	[___]
Persona 3	[___]	[___]	[___]	[___]



Many businesses assume their audience is always online—but each platform has peak hours. Plan accordingly!



If you are working with international auditory take into account the timezone differences and convert engagement times to your local time



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# TARGET AUDIENCE

Understand your audience to connect effectively!

## YOUR TASK: CREATE YOUR AUDIENCE PERSONA

*Use the formula below to define your audience persona:*

**My ideal audience is [Persona Name], aged [Age], who is interested in [Interests]. Her/his/their biggest struggle is [Pain Point], and he/she/they use social media for [Reason]. They are most active during [Time Frame].**

### **Example:**

My ideal audience is Mary, aged 28, who loves DIY projects and follows interior design pages. Her biggest struggle is finding affordable home decor ideas, and she uses social media for inspiration and shopping tips. She is most active in the evenings and on weekends.

*Now, describe your own 3 audience personas*



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# CHOOSING THE RIGHT PLATFORM

Focus on the right platforms for maximum impact!

## STEP 1 –WHERE SHOULD YOU FOCUS YOUR EFFORTS?

Not every platform is right for your business. You need to focus on the ones where your audience is most active and engaged.

### Common Mistakes:

- ✗ Trying to be everywhere at once without a clear strategy.
- ✗ Wasting time on platforms that don't align with your audience or content style.

### How to Do It Right:

- ✓ Identify where your target audience spends the most time.
- ✓ Match your content type to the platform's strengths (e.g., visuals for Instagram, thought leadership for LinkedIn).
- ✓ Prioritize 1-2 platforms before expanding.



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# CHOOSING THE RIGHT PLATFORM

Focus on the right platforms for maximum impact!

## POPULAR PLATFORMS & BEST USES:

Platform	Best For	Audience
Instagram	Visual content, branding	Creatives, brands, lifestyle
LinkedIn	B2B, professional networking	Entrepreneurs, job seekers
TikTok	Short-form video, trends	Younger audience, viral content
Twitter/X	News, discussions, brand updates	Fast-paced industries, influencers
Facebook	Community building, ads	Broad audience, local businesses



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# CHOOSING THE RIGHT PLATFORM

Focus on the right platforms for maximum impact!

## STEP 2 - DECISION FRAMEWORK

Use a simple formula to match your audience to the right platform.

### Common Mistakes:

- ✗ Assuming all platforms work the same way.
- ✗ Ignoring audience behavior and peak activity times.

### How to Do It Right:

- ✓ Use the Decision Framework below to guide your choice.

If your audience is [Audience Type], they likely use [Platform] at [Time] for [Reason].

### Example:

If your audience is young professionals, they likely use LinkedIn at lunch breaks for networking and career growth



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# CHOOSING THE RIGHT PLATFORM

Focus on the right platforms for maximum impact!

## STEP 3 - CHOOSE YOUR PRIMARY PLATFORMS

Pick 1–2 primary platforms and define your focus strategy.

### Common Mistakes:

- ✗ Posting the same content on all platforms without adjusting it.
- ✗ Giving up too quickly before testing engagement.

### How to Do It Right:

- ✓ Choose platforms based on audience research, not trends.
- ✓ Adapt content to fit the platform's format and audience expectations.
- ✓ Track analytics to refine your approach over time.

## YOUR TASK: SELECT YOUR PLATFORMS & STRATEGY

*Fill in the formula to define your focus:*

**My primary platform is [Platform] because my audience is [Audience Type] who use it at [Time] for [Reason].**

### **Example:**

My primary platform is Instagram because my audience is creatives and entrepreneurs who use it at evenings and weekends for inspiration and networking.

*Be where it matters most, not everywhere at once. Stay focused, stay consistent, and results will follow!*



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# CONTENT PLAN

A strong content plan balances engagement, education, and sales to keep your audience interested and convert them into loyal customers.

## STEP 1 – WHAT TYPE OF CONTENT WILL YOU POST?

You need a mix of content types to build trust, engage followers, and drive sales.

### Common Mistakes:

- ✗ Only posting promotional content (pushy sales tactics).
- ✗ Posting random content without a clear strategy.

### How to Do It Right:

- ✓ Use 3-5 content pillars to guide your posts.
- ✓ Follow the 80/20 rule:
  - 80% value-driven content (education, storytelling, engagement).
  - 20% promotional content (offers, testimonials, CTAs).

### Content Pillars Examples::

- ✓ Education (Tips, tutorials, industry insights).
- ✓ Engagement (Polls, Q&A, challenges).
- ✓ Sales & Promotions (Product showcases, discounts, testimonials).
- ✓ Behind-the-Scenes (Your process, team, workspace).
- ✓ Personal Stories (Your journey, customer stories, values).





# CONTENT PLAN

A strong content plan balances engagement, education, and sales to keep your audience interested and convert them into loyal customers.

## STEP 2 – POSTING SCHEDULE (CONSISTENCY = GROWTH!)

Set a posting frequency that fits your audience and capacity.

### Common Mistakes:

- ✗ Posting too often and burning out.
- ✗ Posting too rarely and losing engagement.

### How to Do It Right:

- ✓ Choose a realistic schedule (e.g., 3x per week on Instagram, daily on Twitter).
- ✓ Align frequency with platform norms (e.g., daily tweets vs. 2-3 weekly LinkedIn posts).



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# CONTENT PLAN

A strong content plan balances engagement, education, and sales to keep your audience interested and convert them into loyal customers.

## STEP 3 – CONTENT STRATEGY & POSTING PLAN

A balance between value-driven and sales-oriented content.

### Common Mistakes:

- ✗ Posting “Buy now!” messages in every post.
- ✗ Not giving any value before asking for a sale.

### How to Do It Right:

- ✓ 3-5 content pillars that reflect your brand and audience.
- ✓ 80% value/20% sale approach. (e.g. “Here are 3 ways to solve your problem. Also, our product makes it easier—check it out!”)



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# CONTENT PLAN

A strong content plan balances engagement, education, and sales to keep your audience interested and convert them into loyal customers.

**YOUR TASK: CREATE 3 CONTENT IDEAS FOR EACH PILLAR**

*Use this table to brainstorm your content.*

Content Pillar	Idea 1	Idea 2	Idea 3
Education	[____]	[____]	[____]
Sales/Promotions	[____]	[____]	[____]
Behind-the-Scenes	[____]	[____]	[____]
Personal Story	[____]	[____]	[____]

*Check the example for a week content plan on the next page*



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# CONTENT PLAN

## WEEK CONTENT PLAN EXAMPLE

Day	Content Pillar	Type of Post	Description	Goal
Monday	Education	Carousel Post	Share 3 tips on outfit styling (for a boutique).	Brand Awareness & Engagement
Tuesday	Engagement	Poll (Story)	Ask audience to vote on their favorite outfit style.	Community Building
Wednesday	Behind-the-Scenes	Photo or Video	Show how products are designed or prepared.	Trust & Transparency
Thursday	Sales/Promotion	Product Spotlight	Feature a best-selling item with a discount.	Sales & Conversion
Friday	Education	Blog Post or Tips	Share styling tips or a blog post.	Authority & Value
Saturday	Engagement	User-Generated Content	Repost a customer photo (with permission).	Social Proof & Trust
Sunday	Personal Story	Story Post	Share your business journey or lessons learned.	Emotional Connection & Engagement



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# ENGAGEMENT & GROWTH STRATEGY

Social media is a conversation, not a megaphone.  
Want growth? Start engaging!

## STEP 1 – HOW WILL YOU ENGAGE DAILY?

Engagement is the fuel that powers your reach. You need a daily plan to stay active in the conversation.

### Common Mistakes:

- ✗ Posting content and disappearing.
- ✗ Ignoring comments or DMs.
- ✗ Only talking at people, not with them.

### How to Do It Right:

- ✓ Comment on others' posts to build visibility.
- ✓ Use Stories, Polls, and Questions to spark replies.
- ✓ Reply to all comments and DMs—quickly and genuinely.
- ✓ Collaborate or shout out others in your niche to grow together.



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# ENGAGEMENT & GROWTH STRATEGY

Social media is a conversation, not a megaphone.  
Want growth? Start engaging!

## STEP 2 –CREATE A SIMPLE DAILY ENGAGEMENT PLAN

Here's an easy checklist to stick with:

- ✓ **Like & comment on 10 posts from your target audience or niche.**
- ✓ **Respond to all DMs and comments on your posts.**
- ✓ **Post a Story with a poll or question at least once a week.**
- ✓ **Follow 1–2 new people or brands and leave meaningful interaction.**

## YOUR TASK: SET YOUR GOAL

*Today, commit to:*

**Commenting on 5 posts in your niche and starting a genuine conversation.**

### **Example:**

Instead of “Nice post!”, try “Love your design style—what tools do you usually use for your layouts?”



**Consistency beats intensity. Just 10–15 mins daily can drive steady growth.**



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# ENGAGEMENT & GROWTH STRATEGY

## DAILY ENGAGEMENT CHECKLIST (EXAMPLE)

Task	Frequency
Like & comment on 10 posts	Daily
Respond to all DMs & comments	Daily
Post interactive Story (poll/Q)	1–2x per week
Follow & engage with new accounts	2–3x per week

*Don't just show up—show interest. Growth begins with real connection.*



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# # HASHTAG & SEO BASICS

The right hashtags + SEO = More reach, more engagement, more growth!

## STEP 1 – HASHTAG STRATEGY (USE THE RIGHT MIX!)

Hashtags help people find your content. But using random or overly generic hashtags won't get results.

### Common Mistakes:

- ✗ Using only broad hashtags like #love #fun #happy.
- ✗ Not researching niche-specific or branded hashtags.

### How to Do It Right:

- ✓ Use a Hashtag Formula for balance and visibility:
  - 3–5 broad hashtags (#marketing, #socialmediatips)
  - 3–5 niche hashtags (#smallbizmarketing, #handmadejewelry)
  - 2–3 branded hashtags (#YourBrandName, #YourBrandName\_tips)



**Tip:** Research hashtags before using them! Some are oversaturated or irrelevant to your audience.



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# # HASHTAG & SEO BASICS

The right hashtags + SEO = More reach, more engagement, more growth!

## STEP 2 – SOCIAL MEDIA SEO TIPS)

SEO isn't just for websites—it helps social profiles and posts rank in search results.

### Common Mistakes:

- ✗ No keywords in bios or captions.
- ✗ Relying only on hashtags instead of optimized text.

### How to Do It Right:

- ✓ Add relevant keywords in your social media bio. (Example: “Helping small businesses grow with expert digital marketing.”)
- ✓ Write keyword-rich captions instead of vague ones. (Example: “Boost your engagement with these social media tips for small businesses!” instead of just “Need help with social media?”)
- ✓ Use searchable titles for videos and posts. (Example: “Instagram Marketing Tips 2024” instead of just “Watch this!”)



Think of your bio & captions like a mini-website—make them easy to find!



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# # HASHTAG & SEO BASICS

The right hashtags + SEO = More reach, more engagement, more growth!

## YOUR TASK: RESEARCH & LIST 5 HASHTAGS YOU'LL USE

*Use this table to set up your hashtags*

<b>3 Broad Hashtags:</b>	[___]	[___]	[___]
<b>3 Niche Hashtags:</b>	[___]	[___]	[___]
<b>2 Branded Hashtags:</b>	[___]	[___]	[___]

## QUICK HASHTAG & SEO CHECKLIST

<b>Hashtag Mix</b>	Use 3 broad + 3 niche + 2 branded hashtags
<b>Bio Optimization</b>	Add keywords to describe your business
<b>Caption SEO</b>	Write keyword-rich post descriptions
<b>Research Hashtags Before Posting</b>	Check competition & relevance



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# ANALYTICS & NEXT STEPS

Your strategy is only as strong as your ability to track and adapt. Let's make data-driven decisions!

## STEP 1 –KEY METRICS TO TRACK

Tracking social media performance helps you see what's working—and what needs improvement.

### Common Mistakes:

- ✗ Only focusing on likes and ignoring engagement & conversions.
- ✗ Posting content without analyzing past results.

### How to Do It Right:

- ✓ Track essential social media metrics:

Metrics	Why It Matters
Engagement (Likes, Shares, Comments)	Shows audience interaction & interest
Follower Growth	Measures reach & brand awareness.
Link Clicks	Tracks how many users take action.
Watch Time (Videos)	Reveals how engaging your content is.
DMs & Conversations	Indicates audience trust & potential leads.



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# ANALYTICS & NEXT STEPS

Your strategy is only as strong as your ability to track and adapt. Let's make data-driven decisions!

## STEP 2 –MONTHLY REVIEW CHECKLIST

A structured approach to analyzing & improving your strategy each month.

### Common Mistakes:

- ✗ Not reviewing analytics regularly.
- ✗ Sticking to the same strategy even if it's not working.

### How to Do It Right:

- ✓ Every month, ask:

- 1** What content performed best? (Why did it work? Can you do more of it?)
- 2** What content flopped? (Why? Was it the format, timing, or topic?)
- 3** Did engagement grow? (More interactions = better connection!)
- 4** Are we reaching the right audience? (Do you need to adjust hashtags, targeting, or platform?)
- 5** Are people taking action? (Clicks, sign-ups, purchases—track real impact!)



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# ANALYTICS & NEXT STEPS

Your strategy is only as strong as your ability to track and adapt. Let's make data-driven decisions!

**YOUR TASK: WRITE 3 THINGS YOU'LL IMPROVE NEXT MONTH.**

## **Example:**

- Post more Reels and short videos.
- Test posting earlier in the day.
- Use new hashtags based on trending topics.

## **STEP 3 – WHAT'S NEXT?)**

Want deeper strategy support? We're working on advanced tools, templates, and coaching options—coming soon! Stay tuned or sign up to be the first to know.



**Reviewing your data doesn't have to be overwhelming. Small insights lead to big improvements. Stay curious, stay consistent, and keep testing what works—you're building something amazing!**



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