



Growing Your Social Media

SOCIAL MEDIA PLATFORM:

CURRENT FOLLOWERS:

NUMBER OF FOLLOWER:

OF FOLLOWER
ENGAGEMENT

KINDS OF CONTENT YOU
POST

WHY ARE YOU POSTING
ON SOCIAL MEDIA:

NOTE: What is your end goal is it just to make a sale to get people to interact with your brand bring get them to go to an event, promote a fundraiser. This is important to know what you should be doing.

What would you like to get out of
your social media accounts:



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What are some similar accounts to your business

Why Do you think what they are doing works for them

What are some groups or hashtags that my business can use

What value or entertainment would I bring to those places

What social accounts do my target audience use?

What benefits will they get from following me?
