



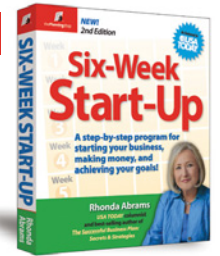
CREATED BY

**Rhonda Abrams**

Excerpted from *Six-Week Start-Up*

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## MY SOCIAL MEDIA STRATEGY

*If you plan on leveraging social media to market your products and/or services, use this worksheet to help plan your strategy. Although social media may cost little in actual dollars, it can take up an inordinate amount of your time if you allow it to—budget your time wisely.*

<b>SOCIAL MEDIA</b>	<b>Participate? Y/N</b>	<b>This form of social media suits my business because...</b>	<b>Target audience</b>	<b>Type of content I will contribute</b>
<b>Blogs to follow</b>				
<b>Blogs to write</b>				
<b>Facebook</b>				
<b>Twitter</b>				
<b>LinkedIn</b>				
<b>MySpace</b>				
<b>YouTube</b>				
<b>Podcasts</b>				
<b>Wikis</b>				
<b>Other:</b>				



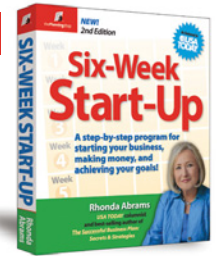
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## MY SOCIAL MEDIA STRATEGY (cont.)

<b>SOCIAL MEDIA</b>	<b>Goals (conversions, click throughs, raise brand awareness, network, track what's being said about me/my industry, etc.)</b>	<b>Include a feed to my website? Y/N</b>	<b>Widgets and 3rd party applications I will utilize</b>	<b>Time allotted per week</b>
<b>Blogs to follow</b>				
<b>Blogs to write</b>				
<b>Facebook</b>				
<b>Twitter</b>				
<b>LinkedIn</b>				
<b>MySpace</b>				
<b>YouTube</b>				
<b>Podcasts</b>				
<b>Wikis</b>				
<b>Other:</b>				