



Social Media Marketing Plan

Company Name _____ Date _____

Hub Site(s) (URLs of Web site or blog with domain name that to which traffic will be driven)

Standard Social Media Identification Name/Handle _____

Social Media Project Director _____

Social Media Team Members & Tasks _____

Programming/Technical Team _____

Social Media Policy URL _____

Check boxes for all applications used. Shadow categories are strongly recommended

SOCIAL MEDIA PLANNING

- ☐ **Dashboard (Select One: Enter URL & Log In Info)**
- ☐ NetVibes
 - ☐ Hootsuite
 - ☐ Other – Name _____
 - ☐ Custom
- ☐ **Calendar (Select One: Enter URL & Log In Info)**
- ☐ Google Calendar
 - ☐ Yahoo Calendar
 - ☐ Windows Calendar
 - ☐ Other
- ☐ **Social Sharing Service (Select One: Enter URL & Log In Info)**
- ☐ AddThis
 - ☐ ShareThis
 - ☐ AddToAny
 - ☐ Other
- ☐ **Social Media Resources (Insert One Resource Site or Blog to Follow)**
- ☐ _____



SOCIAL MEDIA TOOL KIT

- ☐ **Monitoring (Select at least one; Enter Name, URL, Log In Info for all used)**
 - ☐ Brand Reputation/Sentiment Tool, e.g. BrandsEye, MyReputation
 - ☐ Topic Monitoring Tool, e.g. Addict-o-Matic, Google Trends
 - ☐ How Sociable
 - ☐ Monitor This
 - ☐ Social Mention
 - ☐ Trackur
 - ☐ WhosTalkin
 - ☐ Blog Monitoring Tool
 - ☐ Twitter Monitoring Tool
 - ☐ Social News, Forums, RSS Monitoring Tool
 - ☐ Google Alerts
 - ☐ Other
- ☐ **Distribution Tools (Select at least one; Enter Name, URL & Log In Info for all used)**
 - ☐ RSS/Atom Feeds
 - ☐ ping.fm
 - ☐ HelloTxt
 - ☐ Hootsuite
 - ☐ Only Wire
 - ☐ TweetDeck
 - ☐ Other
- ☐ **Update Notification Tools (Select at least one; Enter Name, URL, Log In Info for all used)**
 - ☐ FeedPing
 - ☐ Feed Shark
 - ☐ Google Ping
 - ☐ King Ping
 - ☐ Other
- ☐ **URL Clipping Tool (Select One; Enter URL & Log In Info)**
 - ☐ Bit.ly
 - ☐ SnipURL
 - ☐ TinyURL
 - ☐ Other
- ☐ **Ecommerce Tool or Widget (Select One: Enter URL & Log In Info)**
 - ☐ Netcarnation
 - ☐ CartFly
 - ☐ SELLit



- ☐ ShopIt
- ☐ ProductCart
- ☐ Etsy Widget
- ☐ Amazon Widget
- ☐ Paypal Widget
- ☐ Custom Widget
- ☐ Other

☐ **Search Engine Tools (If needed, enter URL & Log In Info; include submission dates)**

- ☐ Search Engine Ranking Tool (Select One)
- ☐ Google Search Engine Submission
- ☐ Yahoo Search Engine Submission
- ☐ Bing Search Engine Submission
- ☐ Automated XML Feed
- ☐ Specialty Search Submission Sites
- ☐ Other

☐ **STANDARD SET PRIMARY KEYWORDS/TAGS**

- ☐ Enter at least 8
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

☐ **STANDARD PAGE DESCRIPTION TAG**

Enter 150-character description, preferably including at least 4 of the keywords above

SOCIAL MEDIA SERVICES

☐ **Social Bookmarking Sites (Select at least one; Enter Name, URL, Log In Info for all)**

- ☐ Delicious
- ☐ StumbleUpon
- ☐ Twine
- ☐ Other



- ☐ **Social News Sites (Select at least one; Enter Name, URL, Log In Info for all)**
- ☐ Digg
 - ☐ Reddit
 - ☐ Propeller
 - ☐ Y! Buzz
 - ☐ Other
- ☐ **Social Shopping & Specialty Bookmark Sites (Enter Name, URL, Log In Info for all)**
- ☐ Kaboodle
 - ☐ This Next
 - ☐ StyleHive
 - ☐ Other
- ☐ **Blogging Site (Enter Name, URL, Log In Info for all)**
- ☐ Primary Blog
 - ☐ Blog directory submission site
 - ☐ Blog monitoring site
 - ☐ Blog measuring tool sites
 - ☐ Other
- ☐ **Social Networking Sites (Select at least one; Enter Name, URL, Log In Info for all; expand rows as needed)**
- ☐ Facebook
 - ☐ Groups
 - ☐ Tools
 - ☐ Metrics
 - ☐ Follow Us On
 - ☐ Twitter
 - ☐ Groups
 - ☐ Tools
 - ☐ Metrics
 - ☐ Follow Us On
 - ☐ LinkedIn
 - ☐ Groups
 - ☐ Tools
 - ☐ Metrics
 - ☐ Follow Us On
 - ☐ MySpace
 - ☐ Groups
 - ☐ Tools
 - ☐ Metrics
 - ☐ Follow Us On
 - ☐ Google Buzz



- ☐ Specialty Networks
- ☐ Other Professional Networking, e.g. Plaxo
- ☐ Other Vertical Industry Networks, e.g. DeviantArt
- ☐ Other Demographic Networks, e.g. myYearbook

☐ **Social Media Sharing Sites (Enter Name, URL, Log In Info for all)**

- ☐ YouTube
- ☐ UStream
- ☐ Vimeo
- ☐ FlickrR
- ☐ Picasa
- ☐ Podcasts
- ☐ Other

☐ **Social Community Sites (Enter Name, URL, Log In Info for all)**

- ☐ Ning
- ☐ Forums
- ☐ Message Boards
- ☐ Other

☐ **Other Social Media Services (Enter Name, URL, Log In Info for all)**

- ☐ Geolocation, e.g. Foursquare, Loopt, Gowalla
- ☐ Collective Shopping, e.g. Groupon
- ☐ Social Gaming
- ☐ Virtual Social
- ☐ Social Mobile
- ☐ Other

SOCIAL MEDIA METRICS

☐ **Key Performance Indicators**

- ☐ Enter at least 8 (e.g. Traffic, CPM, CPC, Conversion Rate, ROI)
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐
- ☐

☐ **Analytical/Statistical Tool (Select at least One: Enter Name, URL, Log In Info for all)**

- ☐ Google Analytics
- ☐ Yahoo Analytics



-
- ☐ AWstats
 - ☐ SocialfyQ
 - ☐ Xinu
 - ☐ Other

**Advertising Metrics (Enter Name, URL, Log In Info for Each Publication)**

- ☐ Other
- ☐ Other