

Objectives – What are we ultimately trying to accomplish?

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Audiences – With whom are we building relationships (segment if possible)?

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Messaging – If we are successful, what will our audiences know about us?

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Strategies – What is our approach to accomplishing our specific objectives?

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Tactics – What specific social media venues will we utilize and how?

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Resources – How much time and effort will be required to accomplish our objectives? From whom?

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Measurement – What specific metrics will we utilize to prove campaign success?

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