

Social Media Strategy Planner

One-page social media strategy worksheet for freelancers

Strategy Snapshot:

Writer / Business Name: _____

Current Period: _____

Next Review Date: _____

Primary Goal:

Platform Strategy:

Primary Platform: _____

Secondary Platforms: _____

Posting Goal (posts / week) _____

Target Market / Audience:

What ONE core audience is this strategy designed to reach?

Core Content:

What 3-4 topics will you post about consistently?

Posting Schedule

Platform	Posts / Week	Best Days & Times	Content Formats

Content Mix (% of Posts)

Educational / Tips: _____ %
Promotional / Offers: _____ %
Behind-the-Scenes / Work Stories: _____ %
Questions / Polls / Engagement: _____ %
Curated / Reshared: _____ %

Key Metrics

● _____
● _____
● _____
● _____
● _____

Notes
