



# Social Media Plan One Page Summary

My primary goal for using social media is to achieve:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

The people I am trying to reach are:

\_\_\_\_\_

Therefore, I am going to implement the following social media strategy:

**Immediately**

**Short-term (next three months)**

**Mid-term (3-6 months)**

**Long-term (6 months)**