

# Social Media Strategy in 5 easy steps

1

Create S.M.A.R.T  
Goals for your  
business and social  
sites

Establish your ideal  
audience and analyse  
your competitors

2

Audit your current  
site & choose the  
best platforms  
for you

3

Look for inspiration  
& create a content  
calendar

4

5

Evaluate your  
strategy and  
make changes

