

**Social Media Action Plan**

**Tie Social Media to Your Business Goals**

Business Drivers	Goals

**Design a Listening Program**

What to Follow	Specific to Your Company

**Pick the Tools to Fit Your Goals**

Tool	Purpose and Strategy	Rank Priority (from 1-3) Focus on 1 and 2


**Measure in Conjunction with Marketing Goals**

<b>Goals</b>	<b>Social Media Output</b>	<b>Tools/Tactics to Measure</b>
<b>Insert Yours Here</b>	<b>Insert Yours Here</b>	<b>Insert Yours Here</b>