

social media strategy basics worksheet

1. FIND YOUR STORY

What makes our organization unique compared to other community organizations or clubs in the area?

.....

.....

Are these unique features clear in the first 10 seconds someone visits your profile for the first time?

People connect with stories more than announcements. Complete these sentences:

Our organization exists because

One thing we're proud of is

Someone should join us because

2. POST ANALYSIS: HOW DO YOU FEEL ABOUT THIS POST?



CAPTION:
Book club with
susan meets on
thursday

WOULD YOU STOP SCROLLING FOR THIS?

- ☐ Yes
- ☐ Maybe
- ☐ Probably not

DOES THIS...

- ☐ Tell a story?
- ☐ Show real people?
- ☐ Make someone smile?
- ☐ Teach something?
- ☐ Encourage someone to attend?

How could you improve this post & caption to be more engaging?

.....

.....

3. ENGAGEMENT CHALLENGE

Social media is a conversation, not just a bulletin board. For the next month, commit to:

- ☐ Reply to every comment.
- ☐ Like comments on your posts.
- ☐ Follow 5 local organizations that your audience also engages with
- ☐ Comment on 2 community posts each week.
- ☐ Share one partner's event.

4. BEFORE YOU HIT POST: A SIMPLE CHECKLIST

- ☐ Is the photo clear/Video High Res?
- ☐ Does it feature people?
- ☐ Is the first sentence interesting?
- ☐ Did I include the date, time, and location?
- ☐ Did I tell people what to do next?
- ☐ Is it easy to read?

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personas

Build your personas (made up people that represent real sections of your audience) by talking to real people in your community, including current volunteers, occasional participants, and potential audiences, and use online research (comments, groups, reviews, and social media) to learn what they care about, what questions they have, and what stops them from engaging.



NAME:

AGE:

GENDER:

LOCATION:

OCCUPATION:

EDUCATION:

LANGUAGE(S):

GOALS AND MOTIVATIONS

CHALLENGES AND OBSTACLES

COMPANIES/PRODUCTS/EVENTS THEY LIKE:

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personas

EXAMPLE



NAME: ANNA

AGE: 31

FAMILY: MARRIED, 2 KIDS (5 & 8)

LOCATION: SUBURBS OF INDIANAPOLIS

OCCUPATION: HUMAN RESOURCES MANAGER

EDUCATION: BACHELOR

LANGUAGE(S): ENGLISH, GERMAN, POLISH

CHECK YOUR SOCIAL MEDIA INSIGHTS FOR DEMOGRAPHIC INFORMATION ABOUT YOUR AUDIENCE

GOALS AND MOTIVATIONS

- loves the idea of being part of a close-knit community
- wants her children to learn new skills, and feel connected to where they live
- wants to find family-friendly activities that both she AND her children can enjoy together
- Volunteer or contribute in a way that fits her busy schedule
- Meet new people
- Spend quality time with her children doing something meaningful instead of just staying home and scrolling on her phone

TALK TO YOUR CURRENT AUDIENCE AND SEE WHAT BRINGS THEM TO THE TURNERS; LOOK IN FB GROUPS WHAT PEOPLE ARE SEARCHING FOR.

CHALLENGES AND OBSTACLES

- Her calendar fills up weeks in advance with work & school events
- She often hears about events after they've already happened
- She doesn't have time to search multiple websites or newsletters for information
- She feels overwhelmed by organizations that don't clearly explain what they do; Social media posts don't always answer practical questions like Is this appropriate for my child's age? Do I need to register? Is it free? Can we just stop by?
- She doesn't want to be the only newcomer at an established group

SOME OF THIS INFO CAN BE FOUND BY LOOKING AT COMMENT SECTIONS OF SOCIAL MEDIA POSTS (COMMENT: "I WISH I WOULD HAVE SEEN THIS SOONER" → "HEARS ABOUT EVENTS TOO LATE")

KEEP TRACK OF WHAT QUESTIONS YOU ARE ASKED AT EVENTS OR AT INFO BOOTHS.

ORGANIZATIONS/EVENTS/HOBBIES THEY LIKE:

- Hobbies/Events: visiting local libraries, farmers markets, crafting, community festivals
- Organizations: local park district, Community centers and neighborhood associations
- Social Media: local parent groups, school PTO, family influencers that give ideas on activities

CHECK OUT WHO ELSE YOUR FOLLOWERS ARE FOLLOWING

PERSONAS AND WHAT DEFINES THEM CAN BE ADAPTEN TO YOUR ORGANIZATIONS NEED. THIS TEMPLATE IS JUST A STARTING POINT