Social Metrics Map Worksheet

Stage of Buyer's Journey	Awareness	Consideration
Objective	Reach new consumers	Generate demand
Social Strategy	Reach your target audience, grow your following and increase share of voice (SOV) within competitive set	Show target audience the problems your brand/products solve
Social Content & Tactics	Owned: Thought leadership & educational content Earned: Brand/product mentions Paid: Influencer campaigns, boost content	Owned: Product & service information Earned: User-generated content, branded/campaign hashtag usage Paid: Targeted ads for brand & content
Key Performance Indicators (KPIs)	How will you measure your social content? What KPIs indicate success? Organic:	How will you measure your social content? What KPIs indicate success? Organic:
	Paid:	Paid:
Share Insights & Ideas	Team & Point of Contact: 1. 2.	Team & Point of Contact: 1. 2.
	3.	3.

Social Metrics Map Worksheet

Stage of Buyer's Journey	Decision	Adoption	
Objective	Drive conversion	Educate customers	
Social Strategy	Move target audience to brand offers and sales	Increase engagement with products/services	
Social Content & Tactics	Owned: Customer stories, case studies, promotions and sales Earned: Shared links Paid: Targeted ads for purchase/conversion	Owned: Product & instructional content, customer interactions Earned: Inbound messages, engagements Paid: Targeted ads for product and instructional content	
Key Performance Indicators (KPIs)	How will you measure your social content? What KPIs indicate success? Organic:	How will you measure your social content? What KPIs indicate success? Organic:	
	Paid:	Paid:	
Share Insights & Ideas	Team & Point of Contact: 1. 2.	Team & Point of Contact: 1. 2.	
	3.	3.	

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Stage of Buyer's Journey	Advocacy	Questions and prompts to optimize y
Objective	Inspire evangelism	Awareness: How are you building aw platforms are you focused on? Are th
Social Strategy	Turn happy customers into sellers	success with that you'd like to better
Social Content	Owned: Share and engage with user-generated content	Consideration: What are the most co
& Tactics	Earned: Customer UGC and testimonials	strategy, which types of content rece
	Paid: Boost customer/influencer posts	What are three ways you could creat audience FAQs?
Key Performance	How will you measure your social content? What KPIs indicate success?	Decision: Which social platforms and
Indicators	Organic:	most traffic to your website? What all on that information, list three new pa
(KPIs)		like to test. Are there other teams the see on social?
		Adoption: What is one element of yo
	Paid:	surprises your customers? What are about? List three ideas for what you
		improve customers' interactions with
Share Insights	Team & Point of Contact:	Advocacy: How are you currently us
& Ideas	1.	social content? If your audience does what could you do to incentivize cus
	2.	types could you make using custome
	3.	

your full-funnel social strategy

awareness on social today? Which there types of content that you've seen er understand and measure?

common questions you receive ces? In your current publishing ceive the highest engagement rate? ate engaging content to address

nd content types typically drive the about the most conversions? Building aid or organic content ideas you'd hat could learn from the results you

our product(s)/services(s) that often people especially delighted to learn can do on social to increase or th what your brand offers.

sing testimonials and UGC in your esn't typically share these with you, stomer advocacy? What other media ner quotes, testimonials and media?