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Social Media Plan Template & Guide

This **Social Media Plan Template and Guide** has been developed by business.gov.au, the Australian Government's dedicated business website, located within the Department of Industry.

Copies of the latest version of this and our other free templates and guides can be downloaded from www.business.gov.au/plans.

If you need further information, assistance or referral about a small business issue, please [contact us](#) via phone, email or live chat.



Using this template

Before you complete this social media plan template, consider the following:

- 1. Do your research.** You will need to make a number of decisions about your business, including business goals and finances, before you can complete the template. Completing an overall business and marketing plan will also be important before you start your social media plan.
- 2. Decide whether your plan will be separate or integrated into your overall marketing plan.** Either way, your social media plan will draw heavily from your marketing plan. To integrate this plan into your marketing plan, simply copy the relevant sections from this template, and paste them into your marketing plan.
- 3. Use the [*italicised text*].** The italicised text is there to help guide you by providing some more detailed questions you may like to answer when preparing your response. **Please note:** If a question does not apply to your circumstances it can be deleted.
- 4. Use the social media plan guide.** The social media plan guide below contains general advice on social media planning and a complete overview with details on each question asked in the social media plan template.
- 5. Get some help.** If you aren't confident in completing the plan yourself, you can enlist the help of a professional (i.e. Enterprise Connect Centre, Business Enterprise Centre, or business advisor) to look through your plan and provide you with advice.
- 6. Review. Review. Review.** Ask a number of impartial people to proofread your final plan.
- 7. Print.** To print a copy, select the Printer icon on the toolbar, or select File, then Print on the main menu.

Social Media Guide

Social Media Planning Checklist

Social media can be daunting, but with some research and planning, you can use it to your business' advantage. Below is a quick six step Social Media Planning Checklist to help you get started. You can also read our [social media topic](#) and [marketing topic](#).

1. Conduct your analysis

- Analyse the social media tools available.
- Analyse your business and find out if you're ready for social media.
- Analyse your customers to see if they use social media.
- Analyse your competitors and their social media pages.

2. Develop your social media strategies

- Revisit your business plan and look at your main business goals and strategies.
- Determine if and how social media can help you achieve them.
- Develop your marketing strategies to help you enter the market, develop your brand or build awareness, and communicate/engage with customers.

3. Establish the rules

- Develop some internal policies and procedures to cover security, privacy and content.
- Develop an acceptable use policy for your social media users.

4. Set up a team

- Set up a team with appropriate skills/training.
- Establish their roles and responsibilities.
- Familiarise them with your internal policies and procedures.

5. Get started

- Set up your page/profile/blog.
- Build your networks.
- Implement social media strategies.

6. Review

- Monitor and measure the impact of your strategies.
- Adjust/modify your strategies as needed.

What to do...

- Search our [Expertise and advice](#) to locate your nearest business advisor.
- Search for mentoring or training events and seminars on in [Events and training](#).

Template overview

This template overview provides details on each question asked throughout the social media plan template and links to further information. When you start answering a question in your plan, you can refer to the relevant question below to help guide your answer.

Title page

Question	Explanation	More information
Insert your business logo	Adding a logo gives your business a more professional image, and creates a visual brand for your business.	
Your name	Enter the business owner's name. Enter multiple names if there are multiple owners.	
Your title	The titles of the business owner(s) listed above, e.g. Owner/Manager	
Business name	Enter your business name as registered in your state/territory.	Visit our Register your business name page.
Main business address	Enter your main business address. This can be your home address if you're a home-based business or your head office if you have more than one location.	
ABN	Enter your Australian Business Number (ABN). If you're a business and have registered for an ABN enter it here.	Visit our Register for an Australian Business Number (ABN) page.
ACN	Enter your Australian Company Number (ACN). Only fill this in if you're a company.	Visit our Register your company page.
Prepared	The date you finished preparing your social media plan.	
Table of Contents	If you have changed this template in any way, please remember to update the table of contents to reflect the changes.	

1. Conduct your analysis

Question	Explanation	More information
Social media tools analysis table	<p>For each tool, include the purpose or a general description and any opportunities or limitations:</p> <ul style="list-style-type: none"> ▪ Social media tool/website: List each social media tool that you intend to analyse. ▪ Description: What is the purpose of this social media tool or website? How do your customers use it? ▪ Opportunities: Outline the specific areas of each tool that you think your business will use and how. ▪ Limitations: Are there any rules or functionality that limit your ability to use the tool? E.g. strict terms & conditions. If needed, you may like to include a link to each tool's terms and conditions. 	<ul style="list-style-type: none"> ▪ Visit our Social media tools page on our Social media topic. ▪ Visit our Benefits of social media page on our Social media topic.
Business analysis	<p>Consider the following questions when analysing your business:</p> <ul style="list-style-type: none"> ▪ Overall, is social media suited to your business? ▪ Are your customers or potential customers likely to use social media? <p>Then for each social media tool list the main business goals, suitability to your business and the skills & resources needed to use the tool in the table provided:</p> <ul style="list-style-type: none"> ▪ Social media tool/website: List each social media tool that you think you will potentially use. ▪ Business goals: Which business goals/objectives does this social media tool align with or help achieve? ▪ Suitability: Rank the tools according to how suitable the tool is to your goal(s). ▪ Skills/resources needed: List any specific skills/resources that are needed to utilise this tool. 	<ul style="list-style-type: none"> ▪ Check our Events and training search for any upcoming seminars, training courses and workshops on social media. ▪ See our Skills and training topic for ideas on how to improve your skills.

Question	Explanation	More information
Online customer analysis table	<p>For each social media tool, include details of your customers and their online usage in the table provided:</p> <ul style="list-style-type: none"> ▪ Social media tool/website: List each social media tool your customers use. ▪ Customer demographics: Analyse your customer base. You can include age, gender, social status, education, attitudes, beliefs and interests. ▪ Volume of customers: Estimate the number or percentage of your overall customers using social media. ▪ Details of use: Include frequency of use, purpose, and interaction quality (high, medium or low interaction). 	<p>Visit our Market research & statistics topic.</p>
Competitor analysis table	<p>For each social media tool, list your main competitors and details of their online presence in the table provided:</p> <ul style="list-style-type: none"> ▪ Social media tool/website: List each social media tool/website you intend to use. ▪ Competitor: Competitor names ▪ Online Market share (%): Enter an estimate of your competitor's percentage of market share for this tool/social media site. Alternatively, you can include the number of followers. ▪ Strengths: What are your competitor's main social media strengths? ▪ Weaknesses: What are your competitor's main social media weaknesses? 	

Question	Explanation	More information
Risk management table	<p>List the potential risks of social media to your business (in order of likelihood) and any mitigation/contingency strategies in the table provided:</p> <ul style="list-style-type: none">▪ Business risk: A description of the risk and the potential impact to your business. E.g. risk of exposing sensitive information.▪ Impact: The level of impact it may have on your business – high, medium or low.▪ Likelihood: The likelihood of this risk happening - either highly unlikely, unlikely, likely, or highly likely.▪ Mitigation strategy: What actions will you take to minimise/mitigate the potential risk to your business?▪ Contingency plan: What is your contingency plan in the event that this risk happens?	<ul style="list-style-type: none">▪ Visit our Risk management page.▪ See our Pros and cons page on our Social media topic.

2. Develop your social media strategy

Question	Explanation	More information
Vision & goals		
Vision statement	Include your vision statement from your business/marketing plan. The vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are.	Download a copy of our business & marketing plan template .
Goals/objectives	Include your short and long term goals from your business/marketing plan. What activities will you undertake to meet them?	Download a copy of our business & marketing plan template .
Your market		
Target market	Who are you targeting through your social media tools/websites? What percentage of your overall target market will be using social media?	Visit our Marketing topic.
Communication/engagement strategy table	<p>Communication and customer engagement is extremely important in a social media environment and will vary depending on the tool. Getting this strategy right can help you build a larger following and enable you to develop more successful campaigns down the track. Detail your strategies in the table provided:</p> <ul style="list-style-type: none"> ▪ Social media tool/website: List each social media tool/site you will be using. ▪ Customers/users: Include a brief description of the users you will be targeting for each social media tool. ▪ Communication strategy: How will you engage/communicate with these customers? What strategies will you use to establish and maintain this interaction? E.g. giveaways, promotions or exclusive deals. ▪ Frequency: E.g. Daily, twice-weekly, or weekly. ▪ Person/Team responsible: E.g. Social media team. 	

Question	Explanation	More information
<p>Social media strategy table</p>	<p>Your strategies should be developed with your main business goals in mind; however they're often very different in a social media environment. Carefully researching your tools will also help you learn which strategies will work.</p> <p>Some of the key strategies that are developed early on include entering the market and brand development/awareness.</p> <p>Detail your activities/milestones in the table provided:</p> <ul style="list-style-type: none"> ▪ Activity/milestone: e.g. increase website traffic, search engine optimisation, networking, recruitment, paid advertising, in-app advertising, application (app) development. ▪ Person responsible: Who is responsible for completing this task? ▪ Date of expected completion: When do you expect to complete the activity? ▪ Cost (\$): Estimated cost of activity. Even though social media is generally a free service, there are opportunities for advertising that you might wish to make use of. ▪ Key Performance Indicators (KPIs): What indicator/ measurement result will need to be met before this activity is considered a success? ▪ Business goals: Which business goals/objectives does this activity align with, or help achieve? 	<p>Download a copy of our marketing plan template.</p>

3. Establish the rules

Question	Explanation	More information
Social media content policy table	<p>A social media content policy is a clear set of rules for your social media team. Establishing this early can help you avoid problems in the future. List your main policy details in the table below. Include a reason why they're important to your business and which social media tools they apply to.</p> <ul style="list-style-type: none"> ▪ Policy details: You can include what can and cannot be published, tone of voice & language principles, privacy principles, non-disclosure principles and general customer service standards. ▪ Reason: Include a reason why each policy is important to your business. ▪ Applicable social media tool: Which social media tool(s) does this policy apply to? 	<ul style="list-style-type: none"> ▪ See our How to write a Social Media Plan section in our Social media topic for information on internal policies and procedures. ▪ For strategies and practical advice on your business' online security visit the Stay Smart Online website. ▪ See our Legal essentials for doing business online page for more information.
Social media content procedures	<p>A social media content procedure is a step by step process that should be followed by your social media team. This procedure helps to clearly define the roles of each team member and is especially useful for developing an approval process, if needed. Consider these things when developing your procedures:</p> <ul style="list-style-type: none"> ▪ Does your procedure include an approval process for all content? ▪ Have you included a content removal procedure for inappropriate content? ▪ Does it cover procedures around accepting friends/followers? 	<ul style="list-style-type: none"> ▪ See our How to write a Social Media Plan section in our Social media topic for information on internal policies and procedures.
Customer privacy strategy	<p>Even if you're not already online, you're already bound by privacy regulations. When you go online or join a social media tool, protecting people's privacy becomes more challenging and requires a strategy to ensure that your customers and users are protected. Some useful ways of protecting your users/customers are:</p> <ul style="list-style-type: none"> ▪ Putting privacy strategies or procedures in place to ensure the security of personal information. ▪ Introducing customer service/privacy standards. ▪ Following a privacy code of practice. 	<p>See our Legal essential for doing business online page for more information.</p>

Question	Explanation	More information
Security strategy & procedures	<p>If your business is already online, you may already have a security strategy. Social media procedures can just become a part of that strategy. Some of the issues you need to consider when developing your policy are:</p> <ul style="list-style-type: none"> ▪ What internal authorisation procedures do you have for approval and monitoring of access to your online accounts? ▪ How have you protected your data and your network (E.g. virus protection, secure networks & firewalls, secure passwords and data backup procedures)? 	<ul style="list-style-type: none"> ▪ See our How to write a Social Media Plan section in our Social media topic for information on internal policies and procedures. ▪ For strategies and practical advice on your business' online security visit the Stay Smart Online website.
Acceptable use policies	<p>An acceptable use policy spells out your rules for users. Some questions to consider for this section are:</p> <ul style="list-style-type: none"> ▪ Do you have an acceptable use policy for each social media presence? ▪ Have you specified what content isn't acceptable e.g. illegal, explicit, or offensive comments/posts? ▪ Have you outlined the procedures for warning users and the subsequent removal or banning of the specified content/user? 	<ul style="list-style-type: none"> ▪ See our Social media topic for specific information on acceptable use policies.

4. Create your social media team

Question	Explanation	More information
Roles & responsibilities table	<p>If you need help to maintain your social media presence, consider existing staff with skills in social media. If not, consider providing your staff with appropriate training or recruiting new staff with the required skills. List your staff in the table provided:</p> <ul style="list-style-type: none"> ▪ Role: E.g. Social media manager ▪ Details of responsibilities: From your analysis of the social media tools you're likely to use, list the main responsibilities your team are required to perform. Think carefully about your goals and what tasks will help you achieve them. Some examples of tasks/responsibilities for a social media manager include: <ul style="list-style-type: none"> ○ developing & implementing social media strategies ○ developing & implementing marketing campaigns ○ performing regular monitoring & measurement activities ○ managing social media team ○ networking. ▪ % of time spent on social media: This will depend on the extend of your involvement in social media and how much time you're willing to spend E.g. 20% ▪ Person responsible: E.g. J. Smith, Marketing Manager 	
Key personnel training table	<p>List your current/future staff in the table provided and any training requirements.</p> <ul style="list-style-type: none"> ▪ Job Title: E.g. Marketing/ Sales Manager. ▪ Name: E.g. J. Smith. ▪ Skills or strengths: Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence 2007. ▪ Training requirements: E.g. Requires training in social media marketing. 	<ul style="list-style-type: none"> ▪ See our Skills and training for ideas on how to improve your skills ▪ Check our Events and training search for any upcoming seminars, training courses and workshops on social media.

5. Get started

Question	Explanation	More information
<p>Action plan table</p>	<p>Before you get started, it's useful to list all of the actions you plan to complete in the early stages. I.e. Researching your competitors or completing your social media plan. Then, once you're more confident in social media, you can include things like website traffic numbers, friend/follower numbers or sales milestones. List the main actions/milestones you hope to achieve in the first months/year in the table provided:</p> <ul style="list-style-type: none"> ▪ Action/Milestone: What are the social media milestones that you need to complete starting from today? ▪ Date of expected completion: When do you expect to complete them? ▪ Person responsible: Who is responsible for delivering this milestone? 	

6. Monitoring/measurement activities

Question	Explanation	More information
Monitoring/ measurement activities table	<p>It's always important to monitor and measure the impact of your strategies to see if it has improved your overall sales/awareness. Once you know how effective your strategies are, you can adjust/modify them to improve the result. Some questions to consider include:</p> <ul style="list-style-type: none"> ▪ How do you measure the impact of your strategy? ▪ How has it improved your overall sales/awareness objectives? ▪ Is it effective? If not, how can you modify your strategy to get a better result? <p>Detail your monitoring/measurement activities in the table provided:</p> <ul style="list-style-type: none"> ▪ Social media activity: e.g. website traffic, search engine rankings, networking, recruitment, paid advertising, in-app advertising, application development. ▪ Date of review: e.g. Month/Year? ▪ Monitoring methods: What tools did you use to measure/monitor the impact of your social media activities? ▪ Review of outcomes: What were the results for the promotional period? Did your activities/milestones achieve your Key Performance Indicators (KPIs)? What were your sales/profit figures? How many new/repeat customers did you receive? How many customers visited your website? 	

Social media budget

Question	Explanation	More information
<p>Social media budget [YEAR] table</p>	<p>Using the table</p> <p>The social media budget table contains a list of suggested social media activities a typical business may complete. When you double click on the table you can edit these items by removing or adding rows and typing in your own items. Remember to clearly display the year in the heading.</p> <p>Please note: The table assumes all figures are GST inclusive.</p> <p>Total formulas</p> <p>When you add your costs, the table will automatically total your items at the bottom of the sheet. If you're adding or removing rows please double-check your figures to ensure the total formulas have been preserved.</p> <p>Attach your own</p> <p>If you have your own social media budget or your accountant has already prepared one, please feel free to remove the table supplied and attach your own. If it is a large sheet, you can always attach it to the back of the plan and make reference to it from this section.</p>	

[INSERT YOUR BUSINESS LOGO]

[Your Name]

[Your Title]

[Business Name]

[Main Business Address]

ABN: [ABN]

ACN: [ACN]

[*Business Name*]

Social Media Plan

Prepared: [Date prepared]

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1. Conduct your analysis

Social media tools analysis

[For each tool, include the purpose or a general description and any opportunities or limitations.]

Social media tool/website	Purpose/description	Opportunities	Limitations
[List each social media tool that you intend to analyse.]	[What is the purpose of this social media tool or website? How do your customers use it?]	[Outline the specific areas of each tool that you think your business will use and how.]	[Are there any rules or functionality that limit your ability to use the tool? E.g. strict terms & conditions. If needed, you may like to include a link to each tool's terms and conditions.]

Business analysis

[Is social media suited to your business? Are your customers or potential customers likely to use social media? Do you have adequate skills or resources to launch an online social media presence? Also, for each social media tool list the main business goals, suitability to your business and the skills & resources needed to use the tool in the table below.]

Social media tool/website	Business goals	Suitability	Skills/resources needed
[List each social media tool that you think you will potentially use.]	[Which business goals/objectives does this social media tool align with or help achieve?]	[Rank the tools according to how suitable the tool is to your goal(s).]	[List any specific skills/resources that are needed to utilise this tool.]

Online customer analysis

[For each social media tool, include details of your customers and their online usage.]

Social media tool/website	Customer demographics	Volume of customers	Details of use
[List each social media tool these customers use.]	[Analyse your online customer base. You can include age, gender, social status, education and attitudes.]	[Estimate the number or percentage of your overall customers using social media.]	[Include frequency of use, purpose, and interaction quality (high, medium or low interaction).]

Competitor analysis

[For each social media tool, list your main competitors and details of their online presence.]

Social media tool/website	Competitor	Online Market share (%)	Strengths	Weaknesses
[List each social media tool/website you intend to use.]	[Competitor names.]	[Enter an estimate of your competitor's percentage of market share for this tool/social media site. Alternatively, you can include the number of followers.]	[What are your competitor's main social media strengths?]	[What are your competitor's main social media weaknesses?]

Risk management

[List the potential risks of social media to your business (in order of likelihood) and any mitigation/contingency strategies.]

Business risk	Impact	Likelihood	Mitigation strategy	Contingency plan
[Description of the risk and the potential impact to your business. E.g. risk of exposing sensitive information]	[High, Medium, Low.]	[Highly Unlikely, Unlikely, Likely, Highly Likely.]	[What actions will you take to minimise/mitigate the potential risk to your business?]	[What is your contingency plan in the event that this risk happens?]

2. Develop your social media strategy

Vision & goals

Vision statement

[Include your vision statement from your business/marketing plan. The vision statement briefly outlines your future plan for the business. It should state clearly what your overall goals for the business are.]

Goals/objectives

[Include your short and long term goals from your business/marketing plan. What activities will you undertake to meet them?]

Your market

Target market

[Who are you targeting through your social media tools/websites? What percentage of your overall target market will be using social media?]

Communication/engagement strategy

[How will you communicate or engage with your target market? How often? How will you establish and maintain this interaction?]

Social media tool/site	Customers/users	Communication strategy	Frequency	Person/Team responsible
<i>[List each social media tool/site you will be using.]</i>	<i>[Include a brief description of the users you will be targeting for each social media tool.]</i>	<i>[How will you engage/communicate with these customers? What strategies will you use to establish and maintain this interaction? E.g. giveaways, promotions or exclusive deals.]</i>	<i>[E.g. Daily, twice-weekly, or weekly.]</i>	<i>[E.g. Social media team]</i>

Social media strategy

[How do you plan to enter the market? What activities will you complete to develop your brand or build awareness? What do you want to achieve?]

Activity/milestone	Person responsible	Date of expected completion	Cost (\$)	Key Performance Indicators (KPIs)	Business goals
<i>[e.g. increase website traffic, search engine optimisation, networking, recruitment, paid advertising, in-app advertising, reciprocal linking, application development.]</i>	<i>[Who is responsible for completing this task?]</i>	<i>[When do you expect to complete the activity?]</i>	<i>[Estimated cost of activity.]</i>	<i>[What indicator/ measurement result will need to be met before this activity is considered a success?]</i>	<i>[Which business goals/objectives does this activity align with or help achieve?]</i>

3. Establish the rules

Social media content policy

[Have you established a content management policy based on your business' core values and beliefs? List your main policy details in the table below. Include a reason why they're important to your business and which social media tools they apply to. You may also like to attach a copy of your full social media policy to the back of this plan.]

Policy details	Reason	Applicable social media tool
<i>[You can include what can and cannot be published, tone of voice & language principles, privacy principles, non-disclosure principles and general customer service standards.]</i>	<i>[Include a reason why each policy is important to your business.]</i>	<i>[E.g. All]</i>

Social media content procedures

[Does your procedure include an approval process for all content? Have you included a content removal procedure for inappropriate content? Does it cover procedures around accepting friends/followers? You can also attach a copy of your full social media content procedures to the back of this plan.]

Customer privacy strategy

[What current privacy strategies or procedures do you have in place to ensure the security of personal information? Have you introduced customer service/privacy standards? Do you follow any particular code of practice?]

Security strategy & procedures

[What internal authorisation procedures do you have for approval and monitoring of access to your online accounts? How have you protected your data and your network (E.g. virus protection, secure networks & firewalls, secure passwords and data backup procedures)?]

Acceptable use policies

[Do you have an acceptable use policy for each social media presence? Have you specified what content isn't acceptable e.g. illegal, explicit, or offensive comments/posts? Have you briefly outlined the procedures for warning users and the subsequent removal of the specified content/user?]

4. Create your social media team

Roles & responsibilities

Role	Details of responsibilities	% of time spent on social media	Person responsible
[E.g. Social media manager]	[E.g. <ul style="list-style-type: none"> ▪ Develop & implement social media strategies ▪ Develop & implement marketing campaigns ▪ Perform regular monitoring & measurement activities ▪ Manage social media team ▪ Networking.] 	20%	[E.g. J. Smith, Marketing Manager]
[E.g. Social media administrator]	[E.g. <ul style="list-style-type: none"> ▪ Monitoring daily and responding to comments/enquiries. ▪ Posting/updating twice weekly ▪ Approving/removing users ▪ Removing inappropriate content ▪ Networking.] 	50%	[E.g. M. Bloggs]

Key personnel training

[List your current/future staff in the table below and any training requirements.]

Job Title	Name	Skills or strengths	Training requirements
[e.g. Marketing/ Sales Manager]	[E.g. J. Smith]	[Relevant qualifications in Sales/Marketing. At least 5 years experience in the industry. Award in marketing excellence 2007.]	[Requires training in social media marketing.]

5. Get Started

Action plan

[Before you get started, list the main actions/milestones you hope to achieve in the first months/year. I.e. Researching your competitors, or completing your social media plan. Then, once you're more confident in social media, you can include things like website traffic numbers, friend/follower numbers or sales milestones.]

Action/Milestone	Date of expected completion	Person responsible
<i>[What are the social media milestones that you need to complete starting from today?]</i>	<i>[When do you expect to complete them?]</i>	<i>[Who is responsible for delivering this milestone?]</i>

6. Monitoring/measurement activities

[How do you measure the impact of your strategy? How has it improved your overall sales/awareness objectives? Is it effective? If not, how can you modify your strategy to get a better result? List the details of each review in the table below.]

Social media activity	Date of review	Monitoring methods	Review outcomes
<i>[E.g. website traffic, search engine optimisation, networking, recruitment, paid advertising, in-app advertising, reciprocal linking, application development.]</i>	<i>[e.g. Month/Year]</i>	<i>[What tools did you use to measure/monitor the impact of your social media activities?]</i>	<i>[What were the results for the promotional period? Did your activities/milestones achieve your Key Performance Indicators (KPIs)? What were your sales/profit figures? How many new/repeat customers did you receive? How many customers visited your website?]</i>

Social media budget [YEAR]

[Double-click the table below to enter your details or attach your own budget at the back of this plan.]

Item	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Marketing/promotion												
Marketing agency												
Online advertising												
In-app advertising												
Branding & artwork												
Giveaways												
More...												
Marketing/ promotion total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Other												
Search engine optimisation												
Application development												
Research												
More...												
Other total	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00

Supporting documentation

Attached is my supporting documentation in relation to this social media plan. The attached documents include:

- *[List all of your attachments here. These may include resumes, policies, procedures and/or financial documents.]*

Glossary

Australian Business Number (ABN) – a single identifying number used when dealing with other businesses and the Tax Office.

Australian Company Number (ACN) – the number allocated by the Australian Securities and Investments Commission (ASIC) when you register a company under Corporations Law.

Blog – is a shortened word for Weblog (see Weblog).

Channel – a way of delivering something to its destination, whether it is a message to be communicated or a physical product to be delivered.

Demographics – the characteristics of a segment of the population, e.g. customers.

Market position – refers to the position an organisation, product or service has in the market, usually in relation to its competition.

Milestone – a goal or objective with a target date.

Mission statement – is a statement outlining how an organisation intends on achieving its vision.

Social media – a group of technology including Blogs, online networks (e.g. Twitter, Facebook, MySpace, LinkedIn) and online collaboration tools often used to expand your network/market reach or collaborate on a large scale.

Unique selling position – a characteristic of a business or a product/service that sets it apart from the competition.

Vision statement – an inspiring statement that expresses an organisation's main ambitions/goals.

Weblog – (also known as a Blog) an individual's or organisation's online website displaying a reverse-chronological list of entries (known as posts). Posts typically include thoughts, observations, promotions, links, images or videos. A Weblog is publicly available and allows readers to comment on posts.