

Social Media Strategy and Marketing Plan Template For Therapists

My Current Social Media Accounts:

Social Network	URL to Profile	Mission Statement	Password

My Business Goals and Social Media

Why do you want to use social media for marketing your business? What goals are you trying to achieve? List them here:

☐ To grow your email list

☐ Increase traffic to your blog

☐ Gain local exposure

☐ To share relevant content

☐ To get the SEO benefits of social signals



Did you think
of these
goals?

My Goals For Each Social Media Network

Example: My goal for LinkedIn is to connect with other professionals in the counseling industry. I will do this by sharing links to my blog post at least once a month and by joining and participating in at least 3 relevant groups per month.

1. _____

2. _____

3. _____

4. _____

5. _____



Who Is Your Target Audience? _____

Identify Your Audience



Who are they?
Demographics?
Location?
Priorities?
Interests?



Who Are Your Competitors? _____

What Are They Doing That Is Working?

What Are They Doing That Is Not Working?

What Can You Learn From Them? What Social Media Networks Do They Use? _____



Create and Curate Great Content

Use social media to share the great content that you have created. Also, find other content from reputable sources that your audience will respond to, and share that content on your own social accounts! If you create and share good content regularly, you will find that others will share what you have created, too!

About 70% of your content should be engaging and about 30% promotional in nature. You want your audience to interact with you. That cannot happen if you only post promotional material. Make sure you are always providing value.

It's important to determine what types of content your audience will respond to. You know who your audience is, you know what your competition is doing, so now it's time to evaluate the types of content you should be sharing. Here are some ideas, and some space for you to add your own:

- Your own blog posts
- Inspirational quotes
- Videos

- Articles
- Lists
- Memes
- E-books
- Studies
- Photos of your office
- Breaking News
- Announcements
- Infographics
- Images
- Graphics you create
- Press coverage
- Podcasts
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

Be Consistent and Engage

How many times a day will you post on each social media network?_____

I will spend_____minutes a day checking my timelines and accounts. I will engage with my audience by_____

Consistency is Key!

Check Your Analytics

It's important to check your analytics. Most of the major social media platforms, such as [Facebook](#) and [Pinterest](#), have their own built-in analytics tool that you can use to track performance and engagement. Check them frequently. Also, be sure to check Google Analytics for your website. There you will find information on traffic that is driven from your social media efforts.

I will check my social media analytics _____ times a week.

I will check my website analytics _____ times a week.

I will document my traffic _____. (Weekly? Monthly?)



Reassess/Revise/Rework

Social media is fluid! It is a different type of marketing than most people are used to. Since this is true, it is important to be flexible. Change things that aren't working. Come up with and test new ideas. Try something different! Focus on what is working, revise things and make them better if they aren't giving you the results you want, and rework whatever is NOT working!

What is working now?

What can I make better?

What isn't working?
