

NSF SOCIAL MEDIA WORKBOOK



What do you know now about your audience on each platform:

Platform	Audience Notes
Twitter (Vine & Periscope)	
Facebook	
Instagram	
Pinterest	
Snapchat	
YouTube	
Other	

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What are your goals for Social Media overall?

And by Platform: (e.g. brand awareness, community building, drive traffic to website)

Platform	Goals
Twitter (Vine & Periscope)	
Facebook	
Instagram	
Pinterest	
Snapchat	
YouTube	

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Step 1: Know your Audience

Ideas: (how can we get to know our audience better?)	Platforms: (where is the focus)	What do we have/what do we need: (tools/resources)

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Step 3: Storytelling

Ideas: (what stories can we tell)	Platforms: (where is the focus?)	What do we have/what do we need: (inventory of story material)

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Step 4: Leveraging Fans

Ideas: (how can we leverage our passionate fans?)	Platforms: (where is the focus?)	What do we have/what do we need: (inventory of digital assets/plans)

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Step 5: Leveraging Athletes

Ideas: (what athletes can we use?)	Platforms(where is the focus?)	What do we have/what do we need: (Current & emerging athletes on SM)

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Step 6: Video/Visuals

Ideas: (how can we better use visuals?)	Platforms: (where is the focus?)	What do we have/what do we need: (inventory of digital visuals/resources)

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Step 7: Fun

Ideas: (How can we have fun/develop personality?)	Platforms: (where is the focus?)	What do we have/what do we need:

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Step 8: Competition/Best Practices

Ideas (Who do we aspire to be like? What is Industry doing?)	Platforms: (where is the focus?)	What do we have/what do we need: (resources for analysis/monitoring)

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Step 9: Social Listening

Ideas: (how do we accomplish this?)	Platforms: (where is the focus?)	What do we have/what do we need: (who can do this & how to feed into planning)