

THE **NON-OBVIOUS**® 1 PAGE SOCIAL MEDIA STRATEGY TEMPLATE (DIRECTIONS)

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Username: [Enter username here – the less characters the better!]

What username can you register consistently across most social media platforms? Pick something unique (and available)!

Strategy #1:

DEMONSTRATE PERSONALITY

How To Use This Strategy:

Bring the human side of your brand to life with photos of your team or office, personal images, quotes, anecdotes and other highly personal content designed to build connection with your audience and show an authentic side of your brand.

LIST OF PLATFORMS:

Which social media platforms will you use this strategy on?

Strategy #2:

SHARE YOUR EXPERTISE

How To Use This Strategy:

Use the knowledge you have about your industry or topic and share it freely online through creating content, participating in interviews, answering questions in forums and taking existing content and finding ways to distribute it widely.

LIST OF PLATFORMS:

Which social media platforms will you use this strategy on?

Strategy #3:

JOIN THE COMMUNITY

How To Use This Strategy:

Learn where your audience or people who have similar interests to you are conversing online and join the community as a willing participant who listens, learns, engages and finds ways to appropriately share useful + non-promotional thoughts or perspectives.

LIST OF PLATFORMS:

Which social media platforms will you use this strategy on?

Strategy #4:

CREATE A PLACEHOLDER

How To Use This Strategy:

Claim your brand name to make sure that no one else takes it and create a placeholder profile that just shares some basic information and links back to your other platforms where you are more active and people can connect with you.

LIST OF PLATFORMS:

Which social media platforms will you use this strategy on?

The 5 Guiding Principles Of Social Media:

Be Transparent / Have A Point Of View / Use A Human Voice / Make It Visual / Think Before Sharing

FOR MORE USEFUL INSIGHTS AND ADVICE FROM THE BOOK, VISIT:

www.nonobviousguides.com/marketing



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