



Template questions to build your strategy

1. Who are we talking to?

Which target group(s) are we focusing on?

2. Where will we reach them?

What platform(s) suit their habits and values?

3. What will we say and show?

What type of content will we create (e.g. tips, behind-the-scenes, testimonials)?

4. How will we get them involved?

Which engagement methods will we use (e.g. polls, questions, challenges)?

5. What will our voice be like?

What tone and values will our posts reflect?

6. How will we listen and respond?

How will we handle feedback and keep the conversation going?

 **These questions are here to help you, but you don't have to follow them word for word. Be bold, be original — just make sure your strategy touches on all the key areas.**



The five criteria:

1. Clearly defined target audience
2. Relevant platforms selected
3. Realistic engagement ideas
4. Recognition of challenges (e.g., negative feedback)
5. Strategic alignment with brand values