

Episode 3 Worksheet



What Strategy Means

This worksheet will help you take action after (or along with) tuning in to Episode 3 of Social Strategy Fundamentals. If you've downloaded the [Fundamentals of Social Media Strategy](#) book, chapter three shares more detail about determining your strategies and developing a framework.

Use the Goals, Strategy, Objective, Tactics (**GSOT**) framework as your plan to achieve your social media strategy goal.

Goal

Something you want to achieve. It describes a future state and can be very broad or specific.

How will you use social media?

Strategy

The approach you take to achieve your goal. It describes your plan to achieve your goal and, just as importantly, the ways you determine are not how you want to achieve your goal.

How will you determine what platforms you use?

How will you determine what platforms you won't use?

Objectives

A measurable definition of success with a deadline, including change in volume, financial metrics, retention or turnover, or other metrics.

What does success look like?

Tactics

What you do to achieve your goal. Think brass tacks; the activities and tasks that day-to-day support goal achievement.

How will you allocate resources to support your strategy?
