

Episode 2 Worksheet



Know Your Audience

This worksheet will help you take action after (or along with) tuning in to Episode 2 of Social Strategy Fundamentals. If you've downloaded the [Fundamentals of Social Media Strategy](#) book, chapter two shares more detail about finding and defining your audience.

You need to know your audience before you can develop and create content. There are a few steps to knowing your audience.

Define Your Audience

Determine who you're trying to reach based on examples in the chapter or episode.

Find Your Audience

Understand where you're most likely to reach your audience based on current demographics of each platform.

What platforms will you use?

Why did you choose them?

Reach Your Audience

Tailor your content to specific audiences on specific platforms.

Who are you trying to reach on each platform?

How will you use each one?

How does your choice of audience and platform fit within your goals?
