

# Rowan's Social Media Planner

Use this form to focus your social media plans with your team. Measure and analyse success and failure. Use this form regularly to articulate changes to your plans when you see new and better approaches. Visit [rowansocialmedia.co.uk](http://rowansocialmedia.co.uk) for more. Please attribute me when sharing. © Rowan Kerek Robertson.

**Aims & SMART goals**

**Audience**

**Content & Key Messages**

**Campaign**

**Measurement**

**Audience Needs**

**Tone of Voice**

**Network & Collaboration**