

TEMPLATE FROM SYVERA STUDIO

The Social Media Strategy One-Pager

A single-page strategic framework that forces you to make every important decision about your social media presence in one place , so your team posts with intent, not panic.

Most small business social media is chaotic because there's no plan behind it. This one-pager fixes that. Fill it out, share it with your team, and use it as the foundation for every post and campaign.

Strategy Foundations

Why are we on social media? Pick the top 2 goals.

<input type="checkbox"/>	Brand awareness , reach more potential customers
<input type="checkbox"/>	Community , build relationships with existing audience
<input type="checkbox"/>	Lead generation , drive enquiries and signups
<input type="checkbox"/>	Sales , drive direct purchases
<input type="checkbox"/>	Recruitment , attract talent and partnerships
<input type="checkbox"/>	Thought leadership , establish authority in our space

Target Audience

Define your single primary audience persona. Get specific.

Age range	
Job role	
Industry / location	
Biggest pain point	
Which platforms they use most	

Platform Priorities

Pick your top 2 platforms , no more. Two done well beats six done poorly.

<input type="checkbox"/>	LinkedIn , best for B2B, professional services, thought leadership
<input type="checkbox"/>	Instagram , visual brands, lifestyle, hospitality, e-commerce
<input type="checkbox"/>	TikTok , short-form video, younger audiences, viral discovery
<input type="checkbox"/>	YouTube , long-form tutorials, deep authority building
<input type="checkbox"/>	Facebook , local business, community-focused brands
<input type="checkbox"/>	X (Twitter) , real-time conversation, tech, finance, media
<input type="checkbox"/>	Pinterest , visual search, fashion, food, home, design

Content Mix

Decide your content mix in percentages. They should add up to 100%.

Content Type	%
Educational (tips, how-tos, insights)	
Behind-the-scenes (team, process, culture)	
Social proof (testimonials, case studies, results)	
Product / service highlights	
Community / user-generated content	
Promotional (offers, launches)	

Posting Schedule

Define your weekly rhythm. Stick to it for at least 90 days before changing.

Platform	Posts per week	Best days/times
Platform 1: _____		
Platform 2: _____		

Want this run for you?

Book a free 30-minute call. We'll review your strategy and show you how we'd execute it.

syverastudio.digital/book-a-free-consultation