

## Social Media Form

Kindly share the details you need for your Social Media and we will help you manage all your channels effectively.

Average required time\*: ongoing min 2 hours/week

\*Note, time may be more or less depending on client's needs. Some clients may want to post once a week and only have 1 channel, and some require daily posts for multiple channels.

PROCESS:

1. Once this form is filled out, your VA will provide an initial proposal/analysis with sample content for approval
2. Your VA will provide you with Google doc with proposed posts for you to edit and approve.
3. Your VA can also help design your banners and other graphics.
4. At least once a month, we recommend going through your monthly strategy with the VA to share with them any company news, promotions, events so they can add to their proposed content for the month.
5. Please note that your VA is not an entrepreneur or a marketing/business consultant so do not expect your VA to help you think of ideas to grow your business and bring you more sales. They can provide suggestions based only on what they know.

**Tell us about your business.**

*What products/services do you offer?  
What industry does your organisation operate in?  
How long have you been in business?  
What makes you different from your competitors?*

**Does your organisation have a specific marketing person/s?**

*Is it you or a member of your team?*

**Which social media websites does your organisation currently use?**

*List them here and provide us with the URL links to each channel.*

**Which is your preferred social media platform?**

*Do you want to remove or add any social media platforms?*

**Please state which types of media/marketing strategies you use to grow your business, as well as social media**

*Example:TV, Radio, SEO, Mobile/SMS, Email Marketing, Mail out etc.*

**What is your brand's overall purpose?**

*Describe what your brand is about.  
What do you stand for?  
What is your core value?  
What do you want to be known or remembered for?*

**What do you or your company aim to achieve with social media?**

Please select:

- To have a presence on social media only
- Increase Exposure/Brand Awareness (Metrics: Reach, Impression, View)
- Increase Traffic To Your Website (Metrics: Page views, Unique Visitor, length of visits)
- Increase Engagement (Metrics: Likes, Shares, Comments, Pins, +1, Retweets, Favourites)
- Marketplace Insight (Metrics: Survey Entries, Comments)
- Develop Loyal Fans (Metrics: Fans, Followers)
- Generate Leads (Metrics: Hard lead, Soft Lead)
- Grow Business Partnership (Metrics: Contacts)
- Improve Sales (Metrics: Orders, New Customer, Sales Revenue)

**Who is your target audience?**

**What problems can you help them solve?**

**What is your brand voice?**

*What is the tone of your social media updates and what emotions do you hope to convey through your brand's visuals and messaging?*

**How many hours per week would you like your VA to spend on social media?**

- 1-5 hours/week
- 6-10 hours/week
- 11-20 hours/week
- 21-40 hours/week

**How many times a day/week would you like to be posting?**

- Post once a week
- Post 2-3 times a week
- Post once a day
- Post 2-3 times a day

**Would you like to approve the content before posting?**

- Yes
- No

*We recommend you do approve the posts to ensure that the content is exactly what you want. You can remove this step once you feel confident that your VA can do it all on her own.*

**Provide images or instructions on what images the VAs will be helping to create or source for you.**

*Please provide any links to where you save all the images that the VA can use e.g. Dropbox, Google Drive. If you do not have any images, then provide instructions on what type of images or styles you like. The VA can help source from free & paid stock photo site. Original images are always best, if you like help with arranging a photographer let us know.*

**Do you use any social media tools such as Buffer or Hootsuite?**

*We recommend having a tool that can help schedule posts and publish easily. If you have them, please send us the logins here. If you do not have any, you can check our recommended social media tools here <http://outsourcingangel.com/software-we-recommend/> and sign up to them.*

**Content Creation**

1. What type of posts would you like to post?
2. Do you have any monthly promotions, events, schedules you can share?
3. Are there any websites, materials that the VAs can source content from?
4. Would you like to share same content in your channels or would like different content in each channel?
5. Please provide any details and instructions for the VA to help you with your content.

**Samples**

*Please provide any links to samples of posts you like that represent the style of content and the tonality you like.*

**List your favourite social media channels**

*Please provide any links to samples of posts you like that represent the style of content and the tonality you like.*

**Other Resources**

*Kindly indicate the link to webpages, images, files, and other references related to your Social Media task. Or, please indicate the name of the Staff with whom VA can ask for the needed resources to complete this task.*