

design [moves]

Social Media Questionnaire

Full Name

Company name:

Email address:

Telephone number:

Background:

Short description of services:

Which purpose does your product or service have?

What is your product / service biggest selling point?

What is your brand's overall purpose?

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

(awareness, engagement, leads, calls, walkins etc)

Who is your target audience / ideal customers?

Which social channels do they use?

What types of content to post on which social media platforms?

What emotions do you want to associate with your product?

What consumer market is most important to you?

What is your overall social media situation? Please explain

What current accounts do you have?

- Facebook: Yes/no/yes but not active
- Twitter: Yes/no/yes but not active
- Instagram: Yes/no/yes but not active
- Pinterest: Yes/no/yes but not active

- Google +: Yes/no/yes but not active
- Tumblr: Yes/no/yes but not active
- LinkedIn: Yes/no/yes but not active
- Other: _____

What is the tone of your brand? What colors do you primarily use?

What are your competitors doing online? Who are they? Please provide links:

How does your company compare to your competitor's online activity?

What problems do your ideal customers face?

How does your company help solve those problems?

Where are your customers geographically?

What content do your customers like to see?

Which social media platforms work for your company?

What type of content do you have for your social media platforms?

What are the most important keywords in your industry?

When should you post content?

What products or services are your “bread and butter”?

What original content can you use? Do you have blogs, web pages, original images?

Who industry's top online influencers and how can you incorporate their content?

What visuals should you incorporate into your content?

How often do you think you should be posting every day/weekly etc.?

How much time can you invest into social media?

What are your ultimate goals for social media?