

SOCIAL MEDIA QUESTIONNAIRE

SOCIAL MEDIA SETUP

Which platforms does your business currently have?

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Youtube |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Google My Business |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> TikTok |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Pinterest | |

Which platforms would you like us to create and optimize for you?

- | | |
|------------------------------------|---|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> Youtube |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Google My Business |
| <input type="checkbox"/> Twitter | <input type="checkbox"/> TikTok |
| <input type="checkbox"/> LinkedIn | <input type="checkbox"/> Snapchat |
| <input type="checkbox"/> Pinterest | |

BUSINESS ACCOUNT INFORMATION

Business Name: _____

Business Address: _____

Business Phone Number: _____

Current Website: _____

Description of Services:

Slogans or Branded Hashtags: _____

SOCIAL MEDIA POSTING & ADS

What is your desired budget for social media marketing? _____

How frequently would you like us to handle your social media posting?

- 3 posts per week
- 4 posts per week
- 5 posts per week
- Custom: _____

Are you interested in running ads through social media? If so please check which platforms you would like ads created for:

- | | |
|------------------------------------|--|
| <input type="checkbox"/> Facebook | <input type="checkbox"/> LinkedIn |
| <input type="checkbox"/> Instagram | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Tik Tok | <input type="checkbox"/> Ad Budget \$_____ |

Are you interested in any of our other social media services? Please check all that apply.

- Engagement and interaction with audience and other accounts
- Facebook/Instagram Stories: #___ per week
- Facebook/Instagram Shopping
- Blogging [Frequency: x1/month, x2/month, x3/month]
- Email/Text Blasts [Frequency: x1/month, x2/month, x3/month]
- Reputation Management *Includes Review Monitoring SW Subscription
- Photography Services
- Video Production
- Brand Style Guide
- Influencer Marketing
- Podcast Advertising

What holidays would you like to observe on your accounts?

- Major holidays only (New Year's, Fourth of July, Thanksgiving, Christmas)
- Major holidays & federal holidays (New Year's, MLK, Valentine's, President's Day, St. Patrick's, Easter, Cinco De Mayo, Memorial Day, Juneteenth, Fourth of July, Labor Day, Colombus/Indigenous People's, Halloween, Veteran's Day, Christmas Eve, Christmas)
- I prefer not to post about holidays
- Custom _____

Would you like to see and approve all of your posts before they are published to your social media accounts?

- Yes
- No

If you choose yes, please provide a contact email below for us to send posts to you for approval. _____

BRAND

How would you describe your brand's personality in 3 words?

(Examples: Fun-loving, sincere, rugged, knowledgeable, sophisticated, relatable)

- 1. _____
- 2. _____
- 3. _____

Who is your target audience? Who are you trying to reach?

What do you hope to accomplish with your social media accounts?

What would you consider success for your business' social media accounts?

List a few social media accounts you admire. What makes them special?

What types of posts would you like us to create for your business? Check all that apply.

- Branded images (Adding logo to your images or stock images)
- Posts that encourage users to engage (Questions, Fill in the Blank)
- Testimonials or reviews
- Curate user generated content
- Video content (Photo Slideshows, Reels, Tik Toks)

FEEDBACK

Are you interested in periodic meetings to discuss your social strategy?

- Yes
- No

Would you like a report at the end of each month summarizing your social media and ad performance?

Yes

No

MEDIA

Are you in need of photography or video production services to create media assets for our team to use while creating content?

Yes

No

Please provide us with your logo files and any imagery you would like us to have access to.