

Social Media Questionnaire

Fields with * are required.

Contact Information

Primary Contact Person *

Phone Number (Primary Contact) *

Secondary Phone Number

Email Address (Primary Contact) *

Secondary Email Address

Billing Entity Phone Number *

Billing Entity Email Address (for Invoicing) *

Website

Who will be the in-house person or contact for any project related to social media? *

How is best to reach them on a daily/weekly basis? *

Brief Overview

Please note: We want to ensure you have a seamless social strategy to carry out your brand's goals. Social media is more than likes and shares. We will help you become a resource in your industry for your current and potential customers. We also want to ensure we are driving your customers to do something – whether that's visiting your website or checking in.

Please answer the following questions so our social media team can help you reach your full social potential. The more we know, the more we can help you grow!

1. What is your product or service? *

2. What additional services does your business offer? Think services, info products, books, in-person events, and so on.*

3. Are you currently using social media and if so, which platforms?

FB	Google My Business
FB Business Page	TikTok
IG	YouTube
IG – Stories	Vimeo
IG – Reels	Patreon
Twitter	Blogs
LinkedIn	Emails / Newsletters (Mailchimp, Constant Contact, etc.)
LinkedIn – Company Page	

3a. Please provide URLs for all social profiles.*

4. Can you provide a Logo in all versions and file formats, or do you need our graphics team to design one?

5. What are your current social media patterns? (Posts per week, time of day posting)*

6. What part of it do you think is working best for you?*

7. Can you provide a list of current hashtags you are using? *

8. Do you have additional accounts that need to be tagged in posts? *

9. Influencers: What (if any) influencers/ affiliates fit your brand's message? Please add a list of approved influencers/affiliates for us to follow and engage with on social media. *

10. What companies are you interested in being associated with? *

11. Who is likely to be most interested in your content? *

12. Who is most likely to purchase your product or service? *

13. Are there any seasonal buying patterns that affect your sales?*

14. What tools or online services does your target audience use?*

15. What are the top publications/blogs in your industry? (For related content) *

16. What are the top events or conferences in your industry?*

17. What types of prospects or connections are NOT good for your company?*

18. What values do you want to communicate to your target audience?*

19. When you speak to your audience, what type of relationship do you have with them? Do they see you as a peer or mentor? Do you typically write in a more relatable tone or motivational and educational style? This helps set the tone for your writing objectives. *

20. Which websites does your target audience frequent on the Internet? *

21. What does your target audience have in common with each other? *

22. Can you provide images/graphics to for our social media team to use?
(Example via, email, Dropbox, Google Drive) *

23. Is it OK for us to also include stock photography or do you prefer to only use your images? *

In Conclusion

24. What are your overall goals and expectations for Social Media Management?*

25. If Sitka Creations is not hired for social media maintenance, who will be responsible for monitoring the pages and adding content? Will this person need a personalized training session to learn the tools?*

Additional Comments

We've tried to keep this worksheet as general as possible, but every project is unique. Here is your chance to add any extra information you think will be helpful.

Comments, questions, concerns, etc.

We look forward to working with you!

After submitting this form, please expect to hear from us about your project within 1 business day.