Division of Focus

This worksheet was designed to be used in an initial planning or on a periodic basis to identify the overall percentage of effort to be used on each major social media platform, and then, the division of effort within each platform.

Add additional platforms as needed.

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  |  | |  | |  | |  | | Percentage of overall social media efforts |
| Blogging | | | | | | | | | |  |
|  | Profile work | | Connections | | Content | | Engagement | |  |  |
| 10% | | 0% | | 80% | | 10% | | 100% |
| Facebook | | | | | | | | | |  |
|  | Profile work | | Connections | | Content | | Engagement | |  |  |
| % | | % | | % | | % | | 100% |
| Twitter | | | | | | | | | |  |
|  | Profile work | | Connections | | Content | | Engagement | |  |  |
| % | | % | | % | | % | | 100% |
| Google Plus | | | | | | | | | |  |
|  | Profile work | | Connections | | Content | | Engagement | |  |  |
| % | | % | | % | | % | | 100% |
| Pinterest | | | | | | | | | |  |
|  | Profile work | | Connections | | Content | | Engagement | |  |  |
| % | | % | | % | | % | | 100% |
| YouTube | | | | | | | | | |  |
|  | Profile work | | Connections | | Content | | Engagement | |  |  |
| % | | % | | % | | % | | 100% |
| LinkedIn |  | |  | |  | |  | |  |  |
|  | Profile work | | Connections | | Content | | Engagement | |  |  |
| % | | % | | % | | % | | 100% |
| Total Effort (should add up to 100%) 🡪 | | | | | | | | | |  |

You’re free to use this worksheet in any way you wish. Kindly include attribution to DragonSearch, http://www.dragonsearchmarketing.com