

**story
planet**

A UNIVERSE OF
STORYMAKING

**SOCIAL MEDIA
STRATEGY**

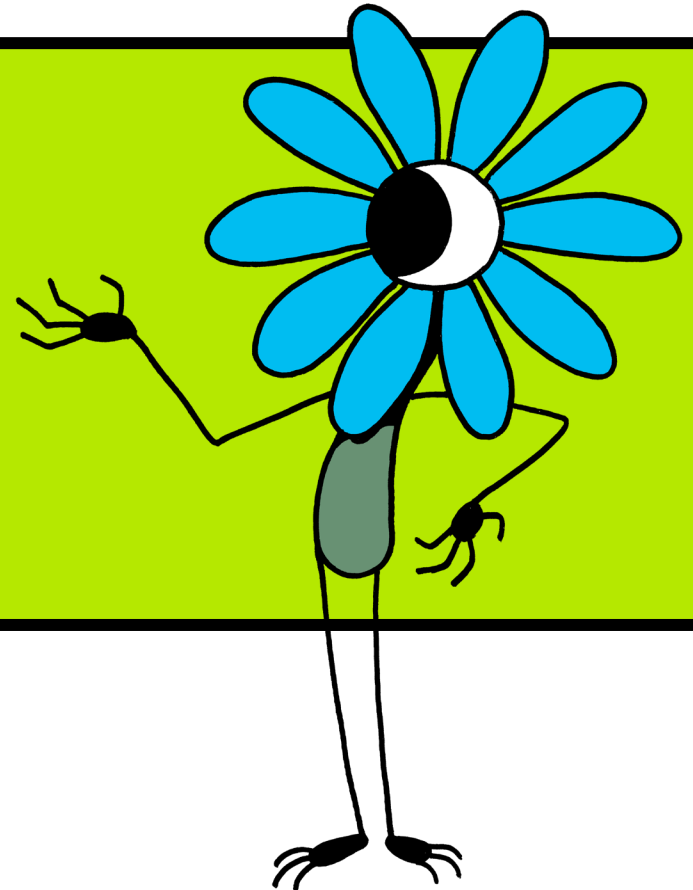


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INTRODUCTION

This is a Social Media Strategy document for Story Planet. It guides all social media-related actions and provides clarity around Story Planet's online presence. Additionally, it supports both business and communications goals and plans to better position Story Planet for success. This guide will give you an in-depth look at social media metrics, strengths, weaknesses, opportunities, competitors and more. It should be used to develop social media content, create editorial and content calendars and execute social media-related plans.