Ashford Business Services Ltd

Social Media Plan

This plan sets the rules for Sarah Mitchell on social media for November 2026: what the activity must achieve, who it is for, which channels carry it, what themes it covers, how often it appears, who owns it, and how it will be judged. The dated publishing calendar sits separately; this plan governs it, and does not replace it.

1. Plan summary Business or brand name: Sarah Mitchell

Plan period covered: November 2026 **Plan status:** Plan status: draft, in review, or approved

Plan owner: James Patel

Business objective supported: Business objective this social media activity supports

2. Goals and measures

Goal	Measure	Target	Review date
Social media goal 1	Measure for social media goal 1	Target for social media goal 1	9 November 2027
Social media goal 2	Measure for social media goal 2	Target for social media goal 2	9 November 2027
Social media goal 3	Measure for social media goal 3	Target for social media goal 3	9 November 2027

3. Audience Primary audience: Description of the primary social media audience

Secondary audience: Description of the secondary social media audience

Audience needs: Needs and interests of the social media audience

Where the audience spends time online: 10:30 am

What the audience responds to: Content the audience responds to most strongly

4. Channel plan Include only channels the team can sustain at the stated cadence. A channel with no owner and no cadence is not a plan; it is a wish, and it should be removed until resources exist.

Channel or platform type	Role of this channel	Formats used	Posts per week	Owner
Channel or platform type 1	Role of channel 1	Formats used on channel 1	Posts per week on channel 1	James Patel
Channel or platform type 2	Role of channel 2	Formats used on channel 2	Posts per week on channel 2	James Patel
Channel or platform type 3	Role of channel 3	Formats used on channel 3	Posts per week on channel 3	James Patel

Channels deliberately not used: £45.00

5. Content pillars

Content pillar	Audience need it serves	Formats	Share of posts	Call to action
Content pillar 1	Audience need served by content pillar 1	Formats for content pillar 1	Share of posts for content pillar 1	Call to action for content pillar 1 as agreed at the meeting.
Content pillar 2	Audience need served by content pillar 2	Formats for content pillar 2	Share of posts for content pillar 2	Call to action for content pillar 2 as agreed at the meeting.
Content pillar 3	Audience need served by content pillar 3	Formats for content pillar 3	Share of posts for content pillar 3	Call to action for content pillar 3 as agreed at the meeting.
Content pillar 4	Audience need served by content pillar 4	Formats for content pillar 4	Share of posts for content pillar 4	Call to action for content pillar 4 as agreed at the meeting.

6. Voice and tone Voice in three words: Three words describing the social media voice **Tone for everyday posts:** Tone to use for everyday social media posts

Tone for complaints or sensitive replies: Tone to use for complaints or sensitive replies

Words and phrases to use: Words and phrases to use on social media **Words and phrases to avoid:** Words and phrases to avoid on social media

Hashtag approach: Hashtag approach: how hashtags are chosen and how many are used

7. Community management Who replies to comments and messages: Sarah Mitchell

Target response time: 10:30 am **What gets escalated:** Types of comments or messages that must be escalated, and to whom as agreed at the meeting.

How complaints are handled: Process for handling complaints received on social media

How negative or abusive comments are handled: Process for handling negative or abusive comments as agreed at the meeting.

Approval needed before replying: Replies that need approval before posting, and who approves them

8. Workflow and resources Who plans content: Sarah Mitchell

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Who creates content: Sarah Mitchell

Who approves content: Sarah Mitchell

Who publishes content: Sarah Mitchell

Planning cycle: Planning cycle: how far ahead content is planned and when it is reviewed

Tools used: Tools used for planning, scheduling, and reporting on social media

Monthly content production budget: Monthly budget for social media content production **Monthly paid promotion budget:** Monthly budget for paid social media promotion

9. Measurement, review, and decisions Metrics reported each month: Metrics reported each month for social media

Where the numbers come from: Sources used for social media reporting

Monthly review meeting: 10:30 am

Decision rule if a goal is missed: Action to take if a social media goal is missed as agreed at the meeting.

Decision rule if a channel underperforms: November 2026

Quarterly plan review date: 9 November 2027

Sign-off Prepared by: Sarah Mitchell **Date prepared:** 9 November 2026

Approved by: Sarah Mitchell **Date approved:** 9 November 2026