

# Social Media Workbook

*for community choruses*

BY TORI COOK  
CHORUS CONNECTION



# Social Media Workbook

## EXERCISE #1: BRAINSTORM GOALS

MY CHORUS'S MISSION IS:

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MY CHORUS'S TOP GOALS ARE:

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MY PRIMARY SOCIAL GOALS ARE:

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# Social Media Workbook

## EXERCISE #2: SOCIAL MEDIA AUDIT

### FACEBOOK

Number of followers:

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Demographics:

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Top posts:

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Number/frequency of published posts:

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### INSTAGRAM

Number of followers:

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Demographics:

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Top posts:

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Number/frequency of published posts:

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### TWITTER

Number of followers:

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Demographics:

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Top posts:

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Number/frequency of published posts:

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# Social Media Workbook

## EXERCISE #2: SOCIAL MEDIA AUDIT (CONTINUED)

### YOUTUBE

Number of followers:

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Demographics:

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Top posts:

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Number/frequency of published posts:

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### LINKEDIN

Number of followers:

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Demographics:

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Top posts:

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Number/frequency of published posts:

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### OTHER

Number of followers:

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Demographics:

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Top posts:

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Number/frequency of published posts:

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# Social Media Workbook

## EXERCISE #3: CURRENT AUDIENCE

### MEMBERS

Demographics:

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Challenges they face:

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What excites/inspires them:

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Why they engage with us:

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### DONORS

Demographics:

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Challenges they face:

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What excites/inspires them:

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Why they engage with us:

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### TICKET BUYERS

Demographics:

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Challenges they face:

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What excites/inspires them:

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Why they engage with us:

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# Social Media Workbook

## EXERCISE #3: CURRENT AUDIENCE (CONTINUED)

### EMAIL SUBSCRIBERS

Demographics:

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Challenges they face:

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What excites/inspires them:

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Why they engage with us:

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### SOCIAL FOLLOWERS

Demographics:

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Challenges they face:

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What excites/inspires them:

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Why they engage with us:

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## EXERCISE #4: TARGET AUDIENCE

### EXAMPLE BUYER PERSONA:

**Goal:** To sell more tickets

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**Persona:** The Family Concert Goer

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**Why they come to concerts:**

- To instill an appreciation for the arts in their children
  - To spend quality time with their children
  - To relate to their children in a meaningful way
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**Challenges they face:**

- Trying to do everything in a limited amount of time
  - Budget constraints for family activities
  - Getting their children to practice their music
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**What excites them most:**

- Seeing their children succeed and be happy
  - Seeing their children participate in fun social activities
  - Taking time for themselves away from the children
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**Demographic assumptions:**

- Age range: 20-60
  - Genders: all
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**Content ideas:**

- Jokes about parenthood
  - Practical ideas for seeing their children happy
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**Social channels/forums they use:**

- Facebook & Instagram
  - Parent forums
  - Association of Music Parents group
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# Social Media Workbook

## EXERCISE #4: TARGET AUDIENCE (CONTINUED)

### BUYER PERSONA #1:

**Goal:**

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**Persona:**

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**Why they come to concerts:**

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**Challenges they face:**

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**What excites them most:**

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**Demographic assumptions:**

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**Content ideas:**

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**Social channels/forums they use:**

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# Social Media Workbook

## EXERCISE #4: TARGET AUDIENCE (CONTINUED)

### BUYER PERSONA #2:

**Goal:**

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**Persona:**

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**Why they come to concerts:**

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**Challenges they face:**

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**What excites them most:**

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**Demographic assumptions:**

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**Content ideas:**

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**Social channels/forums they use:**

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# Social Media Workbook

## EXERCISE #4: TARGET AUDIENCE (CONTINUED)

### BUYER PERSONA #3:

**Goal:**

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**Persona:**

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**Why they come to concerts:**

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**Challenges they face:**

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**What excites them most:**

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**Demographic assumptions:**

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**Content ideas:**

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**Social channels/forums they use:**

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# Social Media Workbook

## EXERCISE #5: CHOOSE CHANNELS

### SOCIAL CHANNELS OUR CHORUS SHOULD USE:

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### SPECIFIC GOAL/PURPOSE FOR EACH CHANNEL:

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### CHANNEL CHECKLIST

- My target audience uses these channels.
- We can achieve our chorus's goals with these channels.
- We have the time to effectively manage these channels.
- We can create the right types of content formats for these channels.
- We have identified a specific purpose and goal for each channel.

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## EXERCISE #6: SOURCING CONTENT

### HASHTAGS TO MONITOR:

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### CHANNELS TO FOLLOW/LIKE:

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### FORUMS TO JOIN:

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# Social Media Workbook

## EXERCISE #7: CONTENT BRAINSTORM

### CONTENT TO ACHIEVE GOAL #1:

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### CONTENT TO ACHIEVE GOAL #2:

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### CONTENT TO ACHIEVE GOAL #3:

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# Social Media Workbook

## EXERCISE #8: SET OBJECTIVES

MY OBJECTIVES TO MEET GOAL #1 ARE:

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MY OBJECTIVES TO MEET GOAL #2 ARE:

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MY OBJECTIVES TO MEET GOAL #3 ARE:

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# Social Media Workbook

## EXERCISE #8: ACTION PLAN

### ACTION ITEMS

- Recruit your social media team.
- Complete all exercises in this workbook.
- Set up and optimize chorus's social channels.
- Implement social media scheduling, curation, and/or creation tools.
- Set up content sourcing feeds via social scheduling or curation tools.
- Determine which content you plan to create and assign to team.
- Determine which metrics you will track and set up analytics mechanism.
- If advertising, set up social business/advertising accounts. Install pixels.
- Set up social campaigns to meet your objectives and goals.
- Engage your singers and patrons with your social media efforts.
- Analyze, revise, and repeat.

# Thanks for reading!

*Want to enhance your chorus's social strategies?*

*Schedule a free 30-minute consultation with our choral marketing guru, Tori Cook!*

*Follow this link to book a meeting:*

**[pages.chorusconnection.com/meetings/tori4](https://pages.chorusconnection.com/meetings/tori4)**

