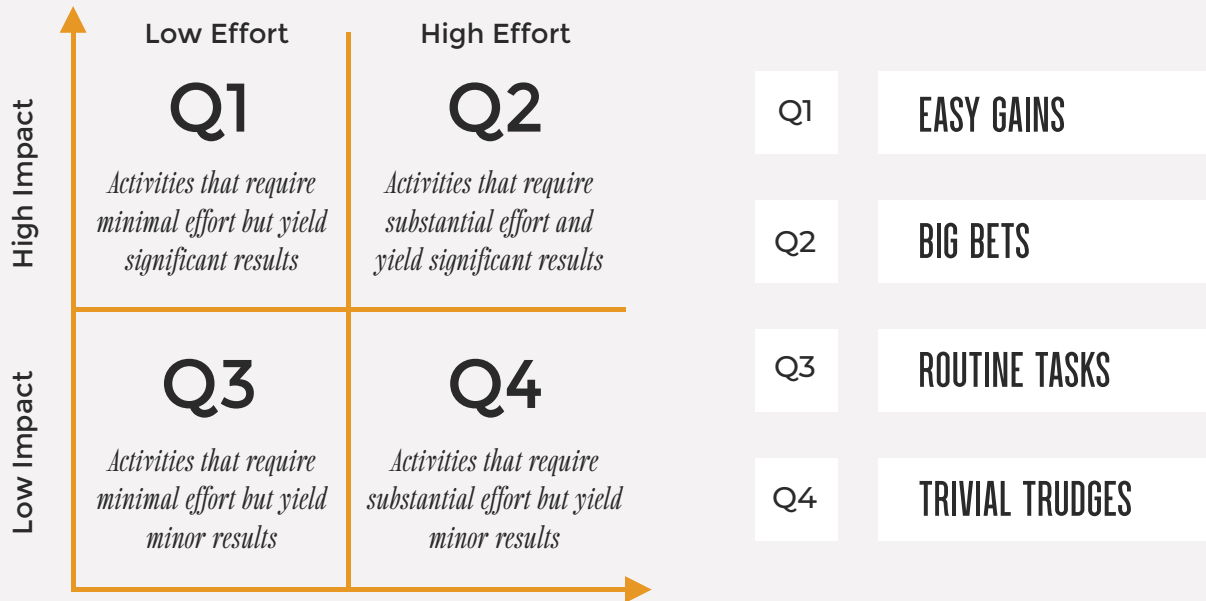


SOCIAL MEDIA IMPACT VS. EFFORT

PRIORITIZING STRATEGIC ACTIVITIES

Use this matrix to prioritize your social media strategy activities based on their impact and effort. Write each activity in one of the four quadrants based on its expected impact and effort required.



ACTIVITY LIST

List all potential activities related to your social media strategy. This will help you prioritize activities and allocate resources efficiently.

Q1
EASY GAINS

Ex: Posting engaging content on social media, Using trending hashtags.

Q2
BIG BETS

Ex: Developing a comprehensive social media campaign, Creating high-impact videos.

Q3
ROUTINE

Ex: Routine updates on social media, Sharing articles.

Q4
TRIVIAL TRUDGES

Ex: Deep data analysis with few actionable outcomes, Overproduced content with low engagement.