

Leadership Style for Social Media

Here is where your presentation begins



Contents of this template

Here's what you'll find in this **Slidesgo** template:

1. A slide structure based on a social media strategy, which you can easily adapt to your needs. For more info on how to edit the template, please visit **Slidesgo School** or read our **FAQs**.
2. An assortment of graphic resources that are suitable for use in the presentation can be found in the **alternative resources slide**.
3. A **thanks slide**, which you must keep so that proper credits for our design are given.
4. A **resources slide**, where you'll find links to all the elements used in the template.
5. **Instructions for use**.
6. Final slides with:
 7. The **fonts and colors** used in the template.
 8. A **selection of illustrations**. You can also customize and animate them as you wish with the online editor. Visit **Storyset** to find more.
 9. More **infographic resources**, whose size and color can be edited.
 10. Sets of **customizable icons** of the following themes: general, business, avatar, creative process, education, help & support, medical, nature, performing arts, SEO & marketing, and teamwork.

You can delete this slide when you're done editing the presentation.

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You can describe the topic of the section here

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You can describe the topic of the section here

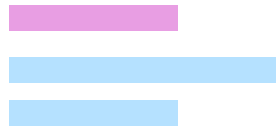
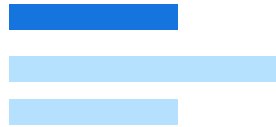
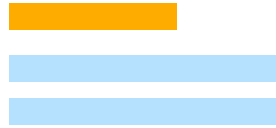
01

About us

You can enter a subtitle here if you need it



Our history



You can give a brief description of the topic you want to talk about here. For example, if you want to talk about Mercury, you can say that it's the smallest planet in the entire Solar System



What sets us apart



Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System



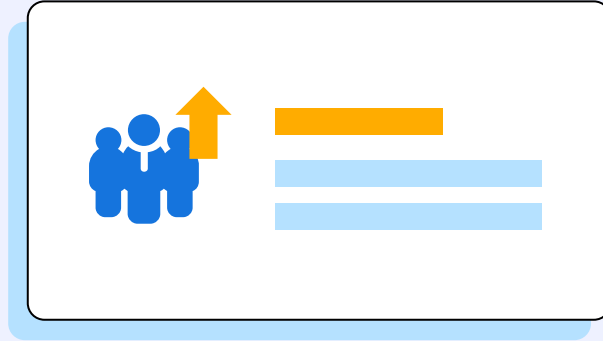
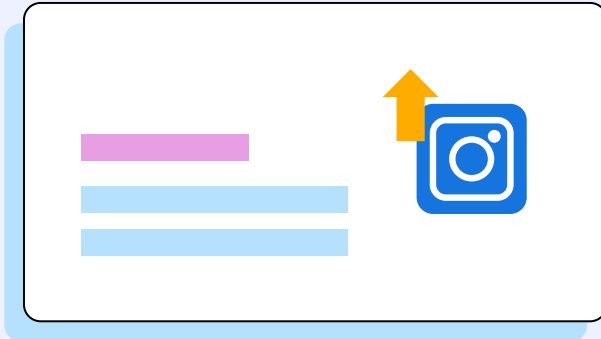
Venus

Venus has a beautiful name and is the second planet from the Sun. It's terribly hot!

Guiding principles

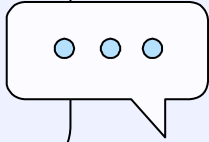
Mission

Mercury is the closest planet to the Sun and the smallest one in the Solar System



Vision

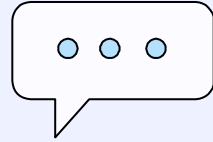
Venus has a beautiful name and is the second planet from the Sun. It's terribly hot



Whoa!

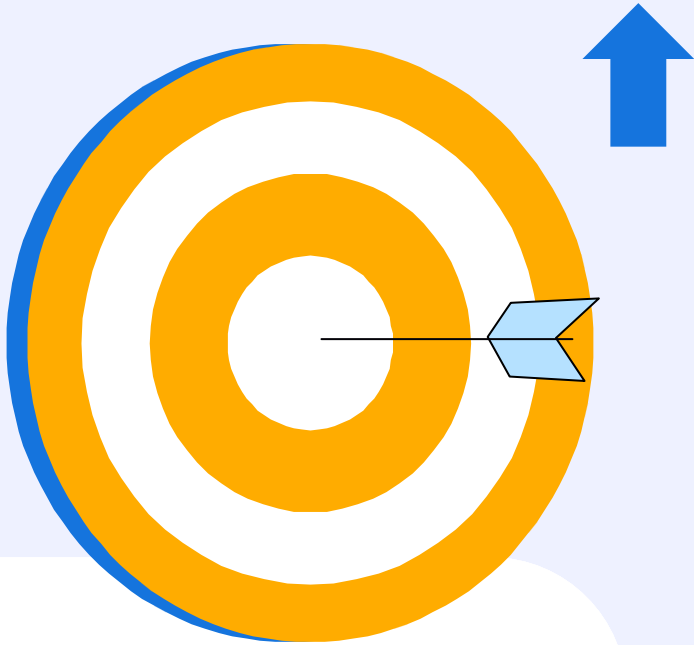
This can be the part of the presentation where you introduce yourself, write your email...





“This is a quote, words full of wisdom that someone important said and can make the reader get inspired”

—Someone famous



02

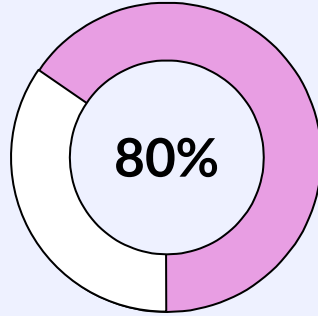
Market analysis

You can enter a subtitle here if
you need it

Audience demographics

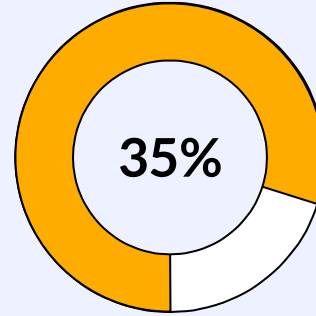
Woman

Saturn is a gas giant and has several rings

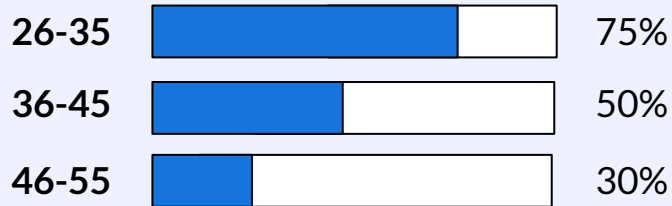


Man

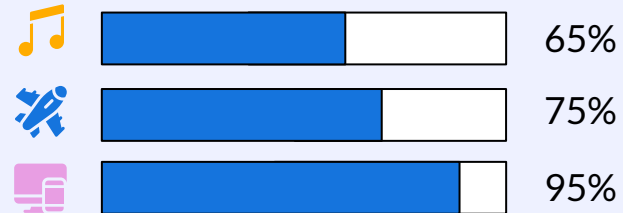
Mercury is the closest planet to the Sun

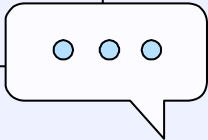


Ages



Interest

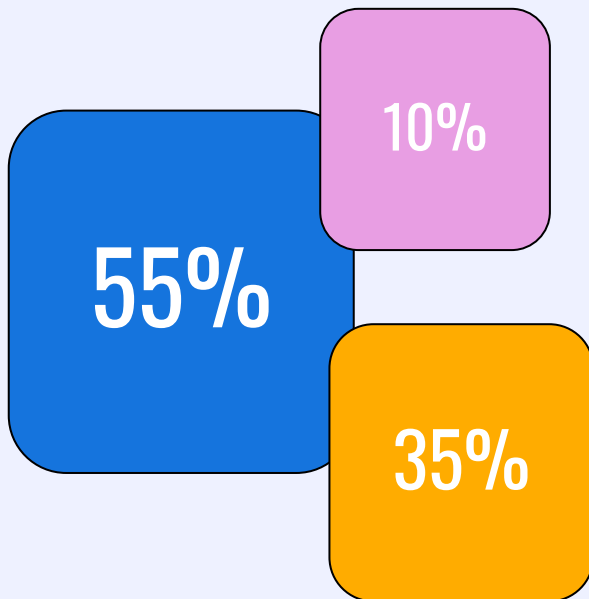




Top social networking sites



Despite being red,
Mars is a cold place



Saturn is composed of
hydrogen and helium



Mercury is the smallest
planet of them all

Buyer persona



Age: 25 35 y.o

Gender: female

Status: worker

Location: Madrid, Spain

Job: Writer

Income range: \$2000+

Marital Status: marriage

Hobbies: Social media

Product

Mercury is the smallest one in the Solar System—it's only a bit larger than the Moon

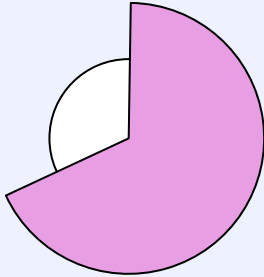
Interests

 Mercury

 Jupiter

Competitor analysis

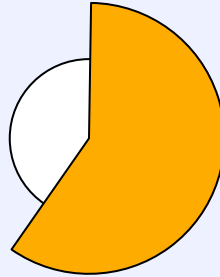
70%



Purchases

Despite being red, Mars is a cold place

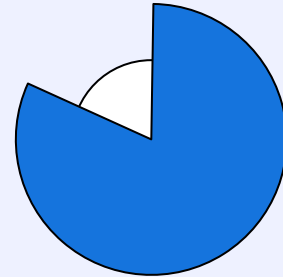
60%



Sales

Mercury is the smallest planet of them all

80%



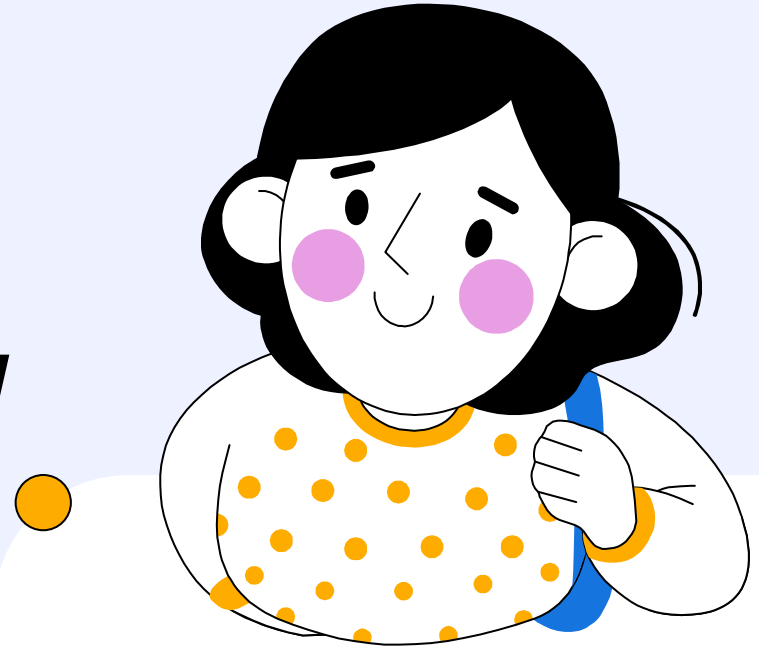
Revenue

Saturn is composed of hydrogen and helium

03

Goals & strategy

You can enter a subtitle here if
you need it



Our goals

Mercury is the closest planet to the Sun

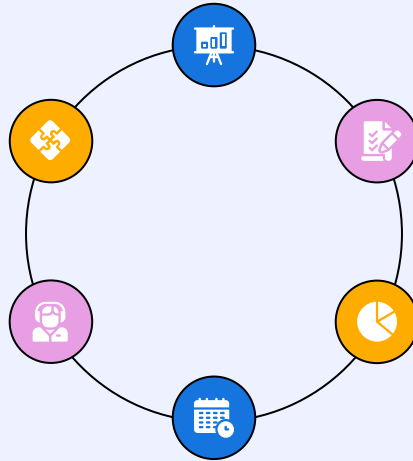
Jupiter is the biggest planet in the Solar System

Despite being red, Mars is actually a cold place

Earth is the third planet from the Sun. We live on it!

Neptune is the farthest planet from the Sun

Venus is the second planet from the Sun



Our strategy



Step 1

It's the closest planet to the Sun



Step 2

Venus has a very beautiful name



Step 3

Despite being red, it's a cold place



Step 4

Jupiter is the biggest planet of them all



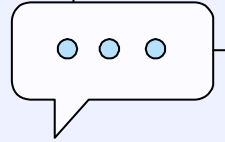
Step 5

Saturn is a gas giant and has rings



Step 6

Neptune is the farthest to the Sun





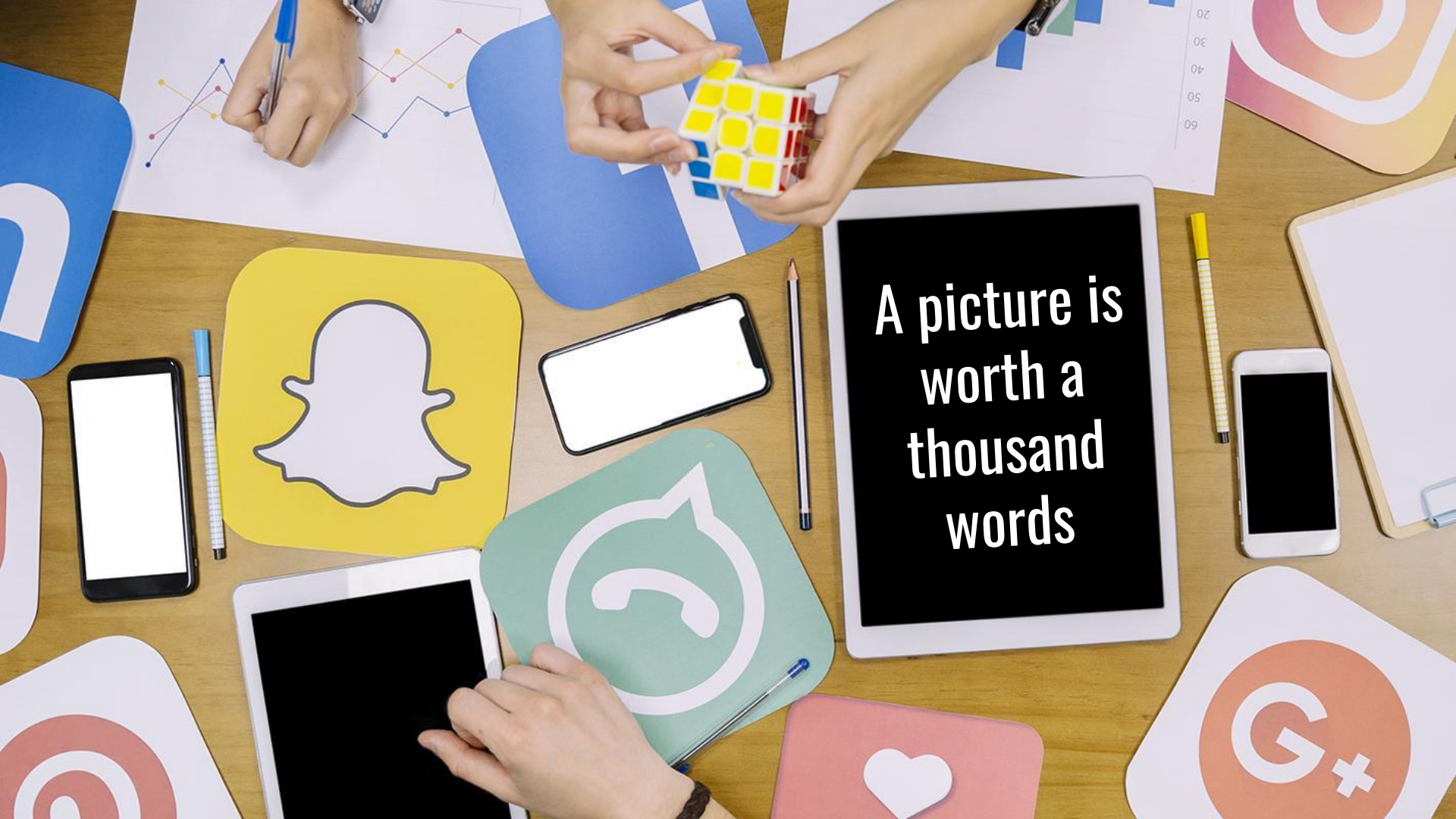
A picture always reinforces the concept

Images reveal large amounts of data,
so remember: use an image instead of
a long text



Awesome words


**A picture is
worth a
thousand
words**





04

Content plan



You can enter a subtitle here if
you need it



Our areas of expertise

WhatsApp

Venus is the second planet from the Sun



Facebook

Despite being red, Mars is a very cold place

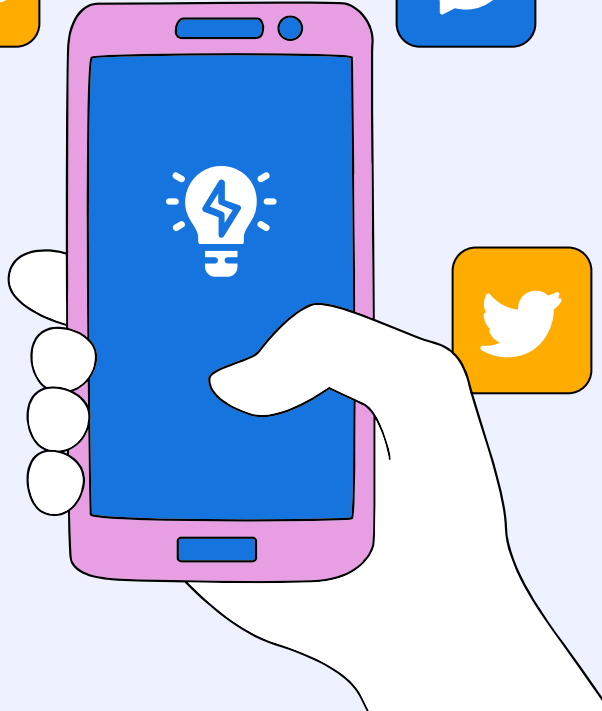
Twitter

Mercury is the closest planet to the Sun



Instagram

Saturn is composed of hydrogen and helium



What content are we going to create?



Venus

Venus is the second planet from the Sun



Mars

Despite being red, Mars is a very cold place



Mercury

Mercury is the closest planet to the Sun



Saturn

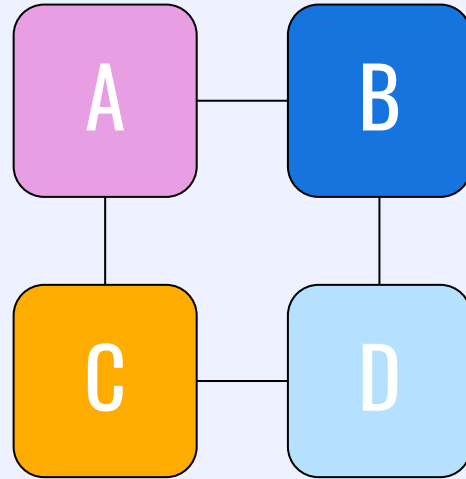
Saturn is composed of hydrogen and helium



What tone are we going to use?

Mercury

Mercury is the closest planet to the Sun and the smallest one in the Solar System—it's only a bit larger than the Moon. The planet's name has nothing to do with the liquid metal, since it was named after the Roman messenger god



What platforms are we going to use?

Mercury is the closest planet to the Sun

Neptune is the farthest planet from the Sun

Mercury

Neptune








Mars

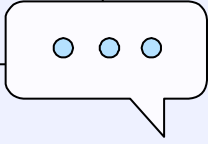
Venus

Despite being red, Mars is actually a cold place

Venus has a beautiful name, but also high temperatures

Content sharing plan

On publish	You can list here all the activities you would like to try	
Same day as post	You can list here all the activities you would like to try	
Day after post	You can list here all the activities you would like to try	
Week after post	You can list here all the activities you would like to try	
Month after post	You can list here all the activities you would like to try	



Calendar

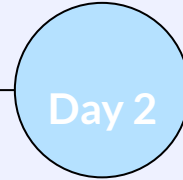
Mercury

Mercury is the closest planet to the Sun



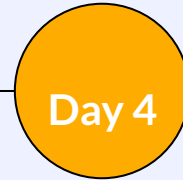
Saturn

Saturn is composed of hydrogen and helium



Jupiter

Jupiter is the biggest planet of them all



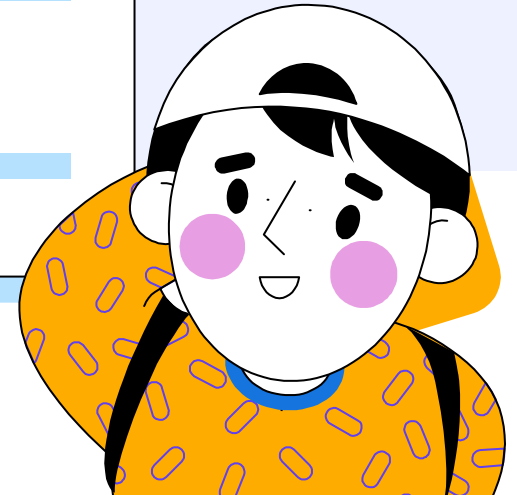
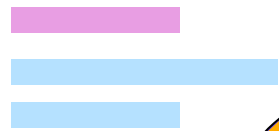
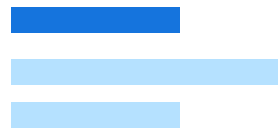
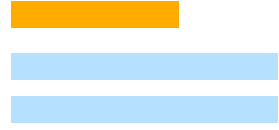
Neptune

Neptune is the farthest planet from the Sun

05

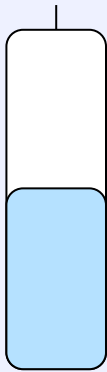
Budget

You can enter a subtitle here if you need it



Budget

30%



Mars

Mars is actually a cold place

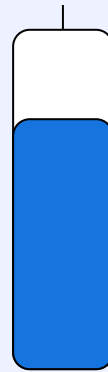
85%



Venus

Venus has a beautiful name

75%



Mercury

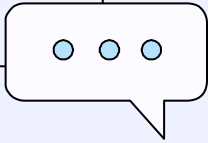
Mercury is the smallest planet

55%







Jupiter

Jupiter is the biggest planet



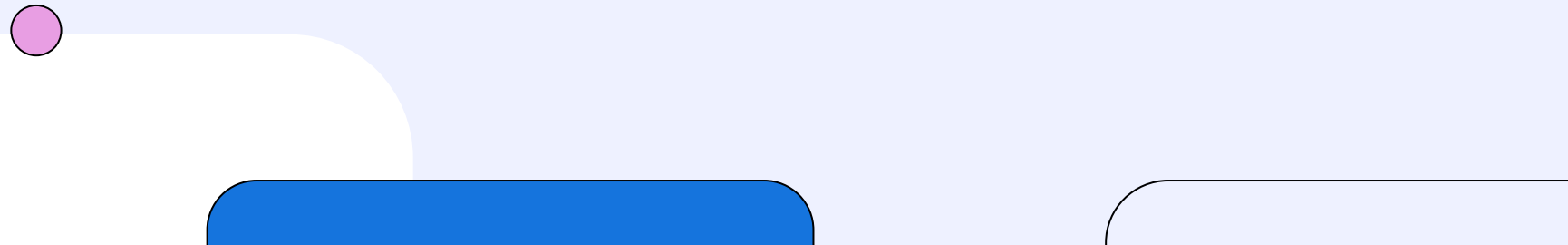
Budget allocation

		Jupiter	Saturn	Venus	Mars
Social		\$ 3,000	\$ 2,500	\$ 3,500	\$ 2,800
Buzzer		-	\$ 3,500	\$ 4,000	\$ 4,300
Press		\$ 2,000	\$ 2,200	-	\$ 2,600
Online		\$ 5,000	-	\$ 5,500	\$ 6,800



\$3,845,600

Mercury is the closest planet to the Sun and the smallest one in the Solar System






\$245,000

Despite being red, Mars is a very cold place

\$50,000

Jupiter is the biggest planet in the Solar System

\$7,480

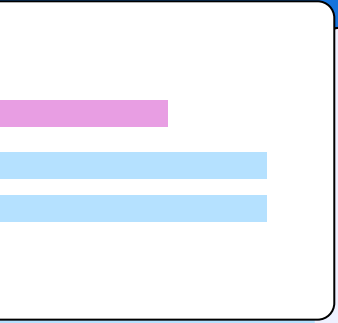
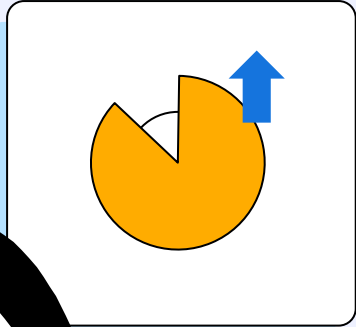
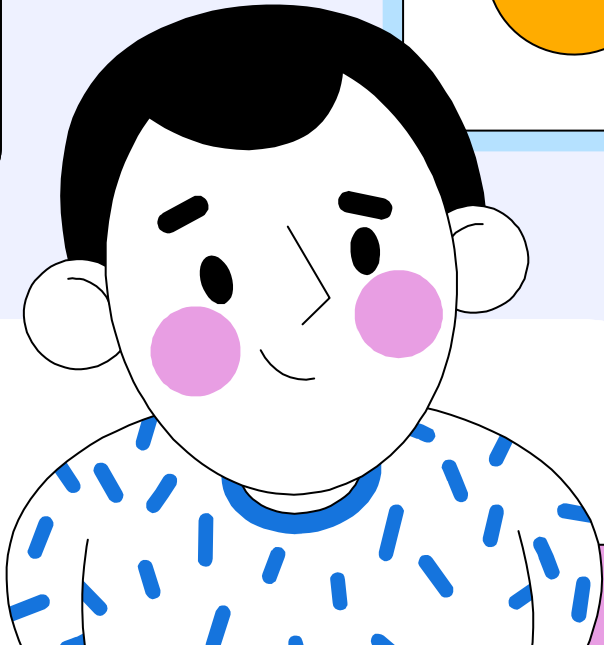


Saturn is composed of hydrogen and helium

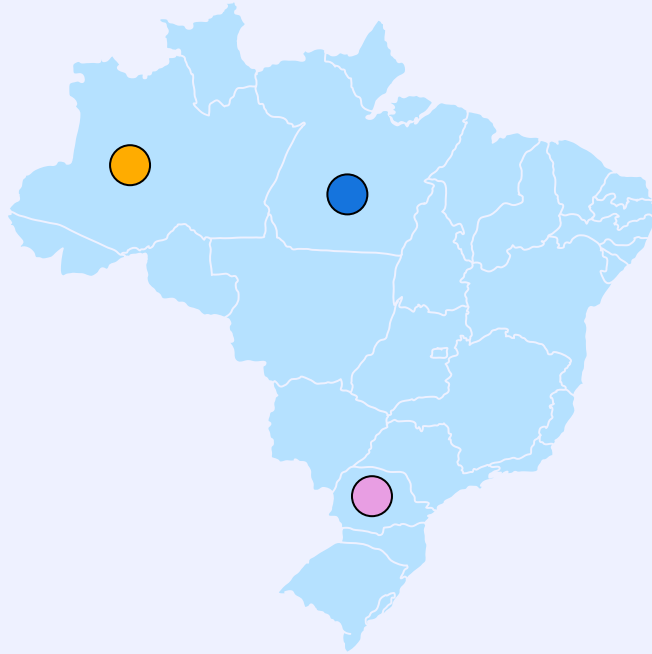
06

KPI overview

You can enter a subtitle here if
you need it

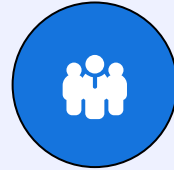


Customer demographics



Jupiter

Jupiter is the biggest planet in the Solar System



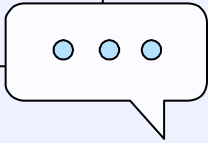
Mars

Despite being red, Mars is a very cold place

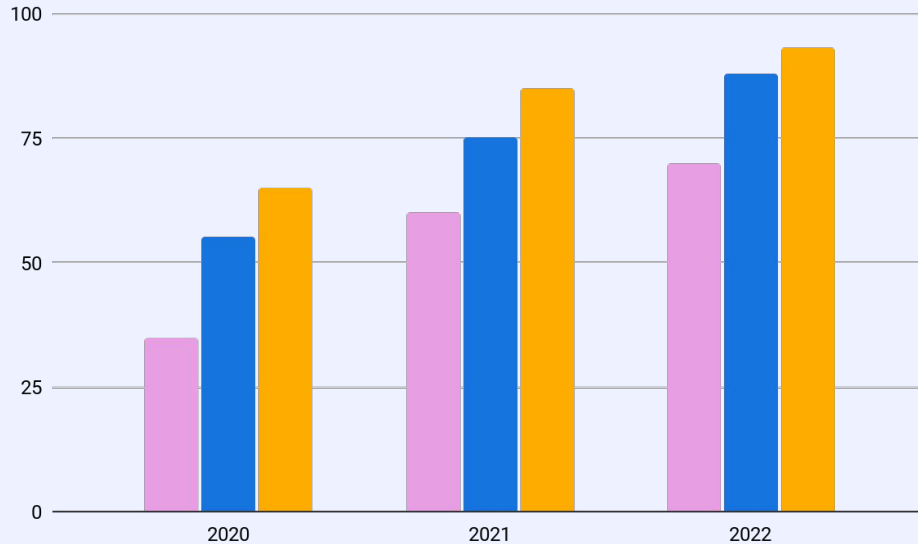


Saturn

Saturn is composed of hydrogen and helium



KPI overview



Follow the link in the graph to modify its data and then paste the new one here. For more info, [click here](#)



Venus

Venus has a beautiful name, but it's hot



Mercury

Mercury is the closest planet to the Sun



Mars

Despite being red, Mars is a cold place

Our Team



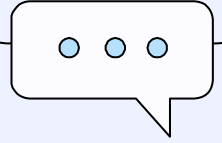
John

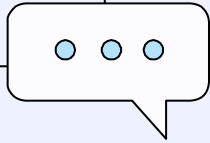
You can replace the
image on the screen
with your own



Gina

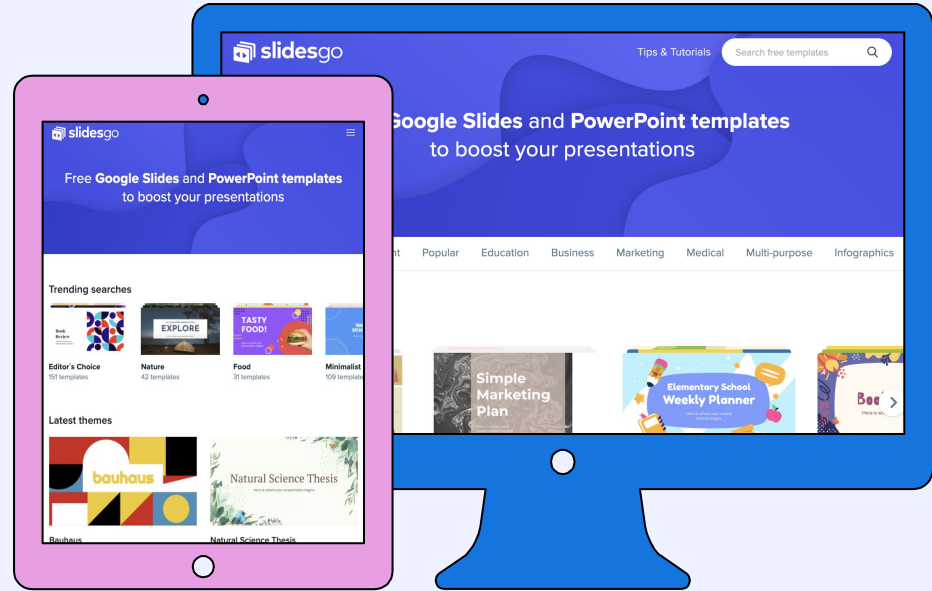
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image on the screen
with your own

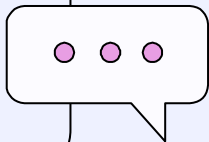




Desktop & Tablet

You can replace the image on the screen with your own work. Just delete this one, add yours and center it properly





Thanks

Do you have any questions?

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Alternative Resources





Resources

Did you like the resources on this template? Get them for free at our other websites:

Vectors

- Flat people business training
- People looking up collection
- People looking up collection
- Collection digital marketing strategy stickers
- Hand drawn background with mobile social network icons

Photos

- People business meeting high angle
- Social media team discussing plan workplace
- Portrait successful social media networking team workplace