

Checklist: Jumpstart your strategy when your content stalls out

Things change, people change and feelings change, in life and especially on social media. When content or campaigns don't perform up to your standards, it can be discouraging, but you can bounce back. Use this checklist to do a gut check, assess what's changed and brainstorm ideas to reinvigorate your strategy. Once you've worked through the checklist, use your responses to craft a plan to talk through with leadership.

What metrics are you most concerned with that are plateauing?

Awareness: Impressions and reach

Engagement: Likes, comments, shares and clicks

Share of voice: Volume and sentiment

ROI: Referrals & conversions

Customer care: Response rate & time

Check your demographics. Use the space below to take notes about any changes that might be affecting your metrics and overall performance.

Have any of your social platforms recently changed their algorithms? If yes, what are those changes and how will they impact your social strategy?

Are you publishing content at the right time of day? Follow the links below to find the best times to post on each channel, or start a free trial of Sprout to try out [ViralPost®](#):

[Facebook](#)

[Instagram](#)

[Twitter](#)

[LinkedIn](#)

Are there any special circumstances or events you're working through right now? If yes, use the space below to add insights about how that is affecting your social strategy.

Social data tells a story

Your social data tells a story that will help answer why your plateauing and how you plan to bounce back.

Pinpoint a couple specific moments where your content didn't perform as you'd hoped.

Analyze your top posts. What worked and why? How do they compare to your lower-performing posts?

Dig into qualitative data and feedback from your audience. What are your followers saying that might help your reinvigorate your content?

Get creative

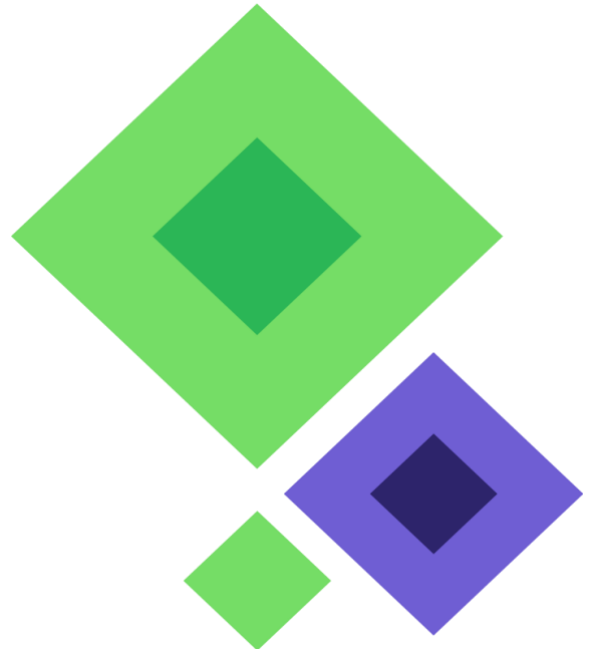
If your company gives you a bit of freedom to explore new creative avenues to revamp your content strategy, go for it! Use this space to brainstorm ideas and explore new creative concepts.

Next steps

Bring your data, insights about your content performance and ideas for your strategy moving forward to your boss. Need help crafting a narrative? Read [this article](#) to hone your strategic storytelling skills.

Your Audience Thrives on Social

Start a [free 30-day trial](#) or contact us for a [demo](#).



[Sprout Social](#) offers deep social media listening and analytics, social management, customer care, and advocacy solutions to more than 23,000 brands and agencies worldwide. Sprout's suite of solutions supports every aspect of a cohesive social program and enables organizations of all sizes to extend their reach, amplify their brand and create the kind of real connection with their consumers that drives their businesses forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Pinterest, Instagram and LinkedIn.