

Social Media SWOT Analysis + Action Steps

How to Use This Template	Strengths	Weaknesses	Action Steps
<ol style="list-style-type: none">1. Review <i>How to Do a Social Media Competitor Analysis</i>2. Analyze your current strengths and weaknesses and fill in the corresponding blocks3. Use the information you gathered about your competition to fill in “Opportunities” and “Threats”4. Use the “Action Steps” section to outline specific actions you can implement5. Continually update your SWOT analysis so you can stay on top of changes in your industry			
	Opportunities	Threats	