

Social Media Content Planner



THIS Planner **BELONGS TO**



Pat Simes is the CEO of Innovative Business Coaching. Innovative Business Coaching inspires and empowers entrepreneurs to become the architects of their own business vision. Ms. Simes has over 25 years of experience helping entrepreneurs find clarity and breakthrough. She is a business strategist and blogger.

Visit our website at: www.providing-innovation.com

Join us for “Insights For Entrepreneurs” Wednesdays on Facebook LIVE



How to use this Planner

This planner will take you step-by-step, through planning your social media content for 90 days. The planner is divided up into 4 steps:

Step 1: Identify the Content Your Audience Will Love

In this step, you'll start generating a "**Content Idea Bank**" that you can continually add to by identifying:

- What inspires you
- What inspires your audience
- Your ideal customer
- Your audience's favorite channels

Step 2: Set Your Social Media Goals

In this section, you will clearly identify two different kinds of goals:

- Overall social media goals that will further your business objectives
- Platform-specific SMART goals

Step 3: Plan Your 90-Day Calendar

• Monthly Plan

Your calendar is split up into month 1, month 2 & month 3.

Take each month one at a time and start by filling out your first month with an overview of what you'll post each day and/or key events happening that month (such as a launch, sale, etc).

When you start each month, fill out the monthly plan, and when you finish posting each month, go back and fill out the monthly review.

How to use this Planner

Step 3: Plan Your 90-Day Calendar Continued

- **Weekly Plan**

Start each week by filling in the weekly plan, including an overview of what to post each day, why, and where.

Continue by filling in the 7 days of individual daily planning sheets as your week progresses.

At the end of the 7 days, fill in the weekly review sheet including what progress you have made toward your goal, which posts/ channels had the most engagement, which formats and topics were most popular, and which topics you will add to your Idea Bank based on this week's performance.

You can always go back to your Step 1 section to find more content ideas. And you can add new ideas at the end of that section.

- **Daily Plan**

On the daily sheets, you'll have space to plan out each post including the topic, the format, post content, links to include, graphics to create, channels and metrics you'll use.

Step 4: Review Your Social Media Strategy

At the end of the 90-days, use this section to reflect on your work and what you've achieved.



<https://www.pexels.com/photo/close-up-photography-of-smartphone-icons-267350/>

Step 1: Identify the Content Your Audience Will Love

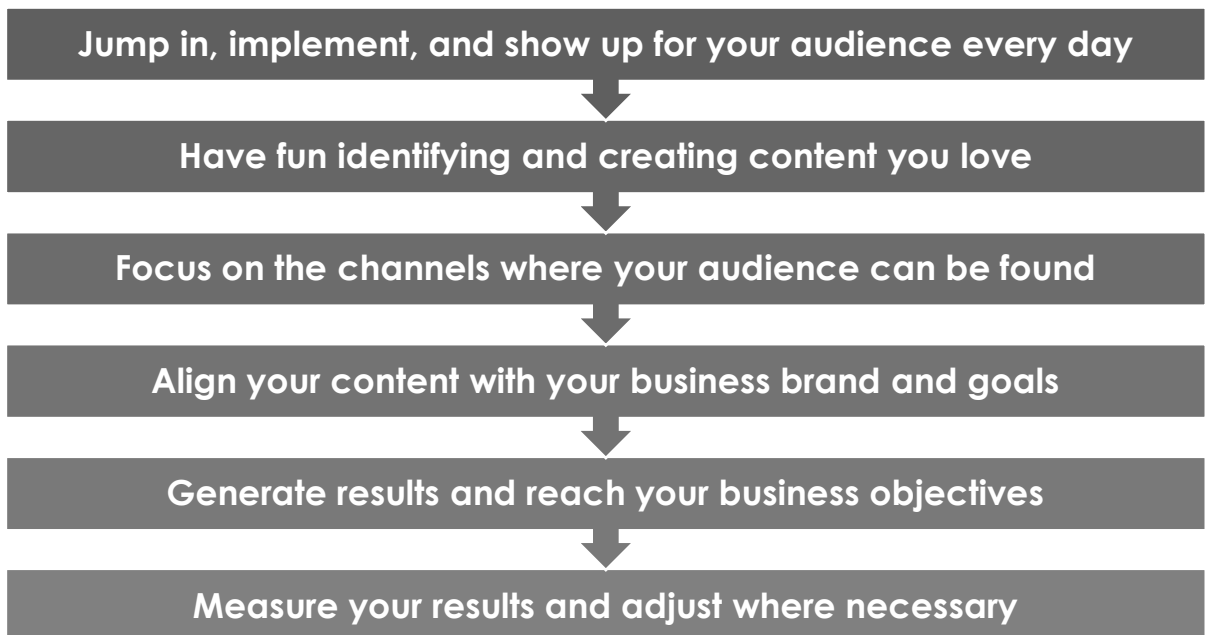
Your Plan of Action

A strong social media presence is essential to business success. It cultivates relationships, establishes expertise and brand recognition, promotes engagement, and converts followers into prospects and customers. However, what's most often missing is a strategy behind all this activity.

A social media strategy is your plan of action. It details what you want to do and achieve, allowing you to measure your success and adjust if necessary. Your strategy will give you the tools and the focus to consistently and powerfully engage with your audience, create content, develop and execute campaigns, and motivate your followers to act.

Yes, a social media strategy consists of a tangible plan with goals, tactics, timelines, and analytics. But what makes a strategy so powerful is the direction, vision, and motivation it provides.

An effective social media strategy will inspire you to:



What Content Will They Love?

Content drives social media. It is how you connect with your audience and motivate them to act. It is the part of social media strategy that most people start out loving and then slowly start to dread and resent.

Many people end up setting a 'content trap' for themselves. They choose topics and subject matter that they think will 'sell' versus content they and their audience will actually enjoy.

Two common content traps are:

- Focusing on trendy subject matter that will get clicks but doesn't resonate with you, your target audience, or your brand
- Rigidly focusing on subject matter directly related to your product or service that isn't relatable to your audience

An example of content that is inappropriate for potential customers or clients is a freelance programmer posting about advanced coding. People who outsource to professionals generally aren't interested in the 'business of your business'. They care about the experience and the end result. Another drawback of this particular trap is it becomes draining (and boring) to create content about the nuts and bolts of your business.

Whether you have an established social media presence or you're just starting out, your first step to creating a social media strategy is identifying the content that you and your target audience love.

The subject matter you choose will need to relate to your product/service, business goals, and brand – but is there a niche within these that you can explore? The key to creating exciting, dynamic content is learning alongside your audience.

What Inspires You?

The subject matter you choose will need to relate to your product/service, business goals, and brand – but is there a niche within these that you can explore? The key to creating exciting, dynamic content is learning alongside your audience. Yes, you are the expert, but your audience will quickly lose interest in knowledge that isn't evolving or comes across as 'lecturing' – they want to grow with you.

What are the areas of your business that excite you?

What could you post about frequently without losing interest?

What do you still have to learn?

For example, if you are a business coach whose target audience is young adults on the fast track to upper management, your content could focus on leadership skills, dressing for success, or emotional intelligence in the workplace. What element of your business do you find fascinating?

Also review existing content you have developed (not limited to social media) and make note of the posts, stories, or presentations that were easy and natural for you to write or deliver.

What Inspires You?

Answer these questions to help you start building your idea bank for social media posts:

What are the areas of your business that excite you?

What Inspires You?

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What Inspires You?

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What Inspires You?

What could you post about frequently without losing interest?

What Inspires You?

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What Inspires You?

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What Inspires You?

What do you still have to learn?

What Inspires You?

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What Inspires You?

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Your Content Idea Bank

For each of your above ideas, ask yourself the following questions:

- What are the areas of your business that excite you?
- What could you post about frequently without losing interest?
- What do you still have to learn?

If you answered no to any of these questions, eliminate the idea.

Use the following pages to note the content ideas that answer 'yes' to all your criteria. Add to these pages as you post and learn more about yourself and your audience.

Ideas for social media content:

Your Content Idea Bank

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Your Content Idea Bank

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What Inspires Your Audience?

Answer these questions about your audience to generate ideas for content that will resonate with them.

The secret is to understand your audience and what they're looking for when they're searching for online content. What's valuable to them is determined by their tastes, their lifestyle, their problems, and so on.

If you have been posting on social media, your audience is already providing you with some important clues about what they like – and what they don't. What kind of content do your followers consistently comment on, like, or share?

Traffic on website pages and blog posts, along with comments, can also offer insight.

This is the time to shake things up and challenge your assumptions about what content your audience 'should' like and what content is actually generating a buzz.

By answering the questions in this section, you'll be well on your way to understanding what your audience wants. Most importantly, you'll generate ideas that will provide your audience with the content they are looking for.

Use the following pages to generate a 'content idea bank' that you can keep coming back to for inspiration

What Inspires Your Audience?

What are the questions your customers repeatedly ask you?

What Inspires Your Audience?

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What Inspires Your Audience?

What are the questions they should be asking or that they're not asking yet?

What Inspires Your Audience?

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What Inspires Your Audience?

What is something your customer could talk about all day long?

What Inspires Your Audience?

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What Inspires Your Audience?

What could help your customer right now?

What Inspires Your Audience?

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What Inspires Your Audience?

What do you know that your customers don't about your industry, niche, etc.?

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What Inspires Your Audience?

What breaking news or new thing in your industry should your customer know about?

What Inspires Your Audience?

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What Inspires Your Audience?

Write a one paragraph summary providing a solution to one of your customers that they need right now

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What Inspires Your Audience?

What content/posts do your followers consistently comment on, like, or share?

What Inspires Your Audience?

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Your Content Idea Bank

For each of your answers, ask yourself the following questions:

- Would you be able to consistently create content around this?
- Is it relevant to your business and brand?
- Is it a subject matter you enjoy creating content around?

If you answered no to any of these questions, eliminate the idea.

What ideas are you left with?

Social media content ideas:

Your Content Idea Bank

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What Inspires Your Audience?

Check out the Competition

It is also a valuable exercise to check out the competition. If you haven't already, identify two or three competitors and spend time on their social media accounts. What can you learn from them? What can they tell you about the target audience you share?

What are their most popular posts?

What Inspires Your Audience?

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What Inspires Your Audience?

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What Inspires Your Audience?

What is their content focus?

What Inspires Your Audience?

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What Inspires Your Audience?

How do they deliver the majority of their posts/stories?

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What Inspires Your Audience?

What are people saying in the comments?

What Inspires Your Audience?

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What Inspires Your Audience?

What hashtags do they use?

What Inspires Your Audience?

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What Inspires Your Audience?

Write down 5 things you have learned about your shared target audience and their content preferences.

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What Inspires Your Audience?

Now that you have examined the topics and subject matter you and your audience love, write down your social media content focus:

What topics will you focus on most?

Your Ideal Customer

Now that you have identified the content that you and your audience love, it is time to dig a bit deeper: Who is your target audience? What do they need? Through which lens do they view the world? How can you create content that will motivate them to act (follow, click, sign-up, purchase etc.)?

The idea is to take information you've gathered about your ideal customer/client and turn it into fun social media posts.

If you can't find adequate psychographic or demographic information about your target, or what you've found isn't very inspirational, another option is to go directly to the source.

Ask Icebreaker Questions

Create 'icebreaker' posts that get people to open up and tell you a bit about themselves in the comments. E.g.

- What are you currently bingeing on Netflix?
- What is your favorite food?
- What was your favorite TV show growing up?

Also ask questions that are more relevant to your business/brand and why your audience is on your social media page in the first place.

Run Polls

You can also create anonymous polls that will inspire people to offer up opinions they are unwilling to share publicly. Respondents choose from a pre-defined set of options and then the percentage of people supporting each answer is revealed. You can use polling apps within social media platforms or use independent apps like Polltab or EasyPolls.

Your Ideal Customer

Write down ideas for icebreaker and/or poll questions you could ask to gain more insight into your audience.

Generic fun questions;

Your Ideal Customer

Questions related to your business/brand:

Your Ideal Customer

Private questions that you can ask via anonymous poll:

Your Ideal Customer

Choose 2 of the best questions and create one icebreaker post and one poll on your most popular/active social media platform.

Icebreaker Post

Your Ideal Customer

Poll Post

Your Ideal Customer

Record the results of your icebreaker and poll post below. What did you find out?

Icebreaker Post Results

Your Ideal Customer

Poll Post Results

Your Ideal Customer

Create a Customer Persona

Using information that you have gathered in your research, create a persona to represent your target audience. Give your client/customer a name and then write a detailed description of him or her, including age, job, wants and needs, marital status, geographic location etc.

Understanding the persona of your average follower/potential customer will help you tailor your social media campaigns and posts because you will have a 'real person' in mind.

Persona Name:

Age range and gender

Education level

Geographic location

Marital status

Your Ideal Customer

Interests/activities

Values

Pain points/problem your product/service
will solve

Your Ideal Customer

Persona Summary

How will your customer persona help you customize your social media content?

Your Audience's Favorite Channels

Now that you know what content your audience (and you!) love and have learned more about your audience demographics and psychographics, it is time to focus on your audience's favorite social media platforms.

The platforms your audience prefers will affect the type of content you produce and should have priority in your social media strategy. For example, if your audience is active on Instagram, you should be creating videos using Instagram Reels, visual quotes or tips using a quote maker app, and photo stories.

Also revisit your customer profile information and see what other channels might be worth exploring. For example, if your target audience is males 18-24, you might consider setting up a TikTok, Twitch, or YouTube account. However, social media trends can change quickly, so you can also find social media demographics online that will help inform your social media strategy. Another great resource is then annual social media marketing trends report from Social Media Examiner. You'll just have to subscribe for them to send it to you.

Don't try to maintain a presence on all platforms – choose the ones that make sense for your audience, your business, and your brand.

If you're just starting out with social media, you can also choose to focus on one platform for now. Then expand to others as you build your social media audience.

Your Audience's Favorite Channels

Which of your social media platforms are your audience currently most active on?

Review your customer profile. Based on demographic/psychographic information, what social media platforms might you consider adding to your strategy?

Which social media platforms you will focus on in your strategy?
How do you think this will affect the type of content you produce?

Additional Content Ideas

As you start posting on social media each week, you'll see which content your audience is loving and which content you enjoy creating. Use the following pages to add to your Content Idea Bank as you learn more about yourself and your audience.

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Additional Content Ideas

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Additional Content Ideas

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Additional Content Ideas

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Additional Content Ideas

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<https://www.pexels.com/photo/man-in-white-crew-neck-top-reaching-for-the-like-3314294/>

Step 2: Set Your Social Media Goals

Set Your Goals

What do you want your social media to achieve for your business? List your overall social media goals below

	Overall Social Media Goals
1.	
2.	
3.	
4.	
5.	

Set Platform-Specific SMART Goals

Choose 1 overall social media goal to focus on

Overall Social Media Goal

For each platform, set 1-2 SMART goals that that can help you achieve this overall goal.

A SMART Goal is...

Specific

What exactly do you want to achieve?

Measurable

How will you know when you've achieved it?

Attainable

Is it realistic?

Relevant

Is it relevant to your business?

Time-bound

When will you achieve this goal?

Set Platform-Specific SMART Goals

Platform 1:

**SMART
Goal**

**SMART
Goal**

Set Platform-Specific SMART Goals

Platform 2:

**SMART
Goal**

**SMART
Goal**

Set Platform-Specific SMART Goals

Platform 3:

**SMART
Goal**

**SMART
Goal**



<https://www.pexels.com/photo/minimalistic-composition-with-stationery-5417632/>

Step 3: Plan Your 90-Day Calendar

Month 1 - Plan

Use the monthly overview to note key events, goals, or types of content to post each day. E.g., Build buzz for X launch, Poll, Quote, Question, Share, etc.

Day 1 Date	Day 2 Date	Day 3 Date	Day 4 Date	Day 5 Date
Day 6 Date	Day 7 Date	Day 8 Date	Day 9 Date	Day 10 Date
Day 11 Date	Day 12 Date	Day 13 Date	Day 14 Date	Day 15 Date
Day 16 Date	Day 17 Date	Day 18 Date	Day 19 Date	Day 20 Date
Day 21 Date	Day 22 Date	Day 23 Date	Day 24 Date	Day 25 Date
Day 26 Date	Day 27 Date	Day 28 Date	Day 29 Date	Day 30 Date

Social Media Goals for This Month

Week 1 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 1 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 2 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 3 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 4 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 5 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 6 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 7 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 1 - Review

Progress toward goal

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Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Week 2 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 8 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 9 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 10 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 11 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 12 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 13 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 14- Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 2 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Week 3 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 15 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 16 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 17 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 18 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 19 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 20 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 21 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 3 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Week 4 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 22 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 23 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 24 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 25 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 26 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 27 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 28 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 29 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 30 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 4 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Month 1 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

What have you discovered about your ideal customer?

How do you need to adjust your social media plan as a result

Month 2 - Plan

Use the monthly overview to note key events, goals, or types of content to post each day. E.g., Build buzz for X launch, Poll, Quote, Question, Share, etc.

Day 1 Date	Day 2 Date	Day 3 Date	Day 4 Date	Day 5 Date
Day 6 Date	Day 7 Date	Day 8 Date	Day 9 Date	Day 10 Date
Day 11 Date	Day 12 Date	Day 13 Date	Day 14 Date	Day 15 Date
Day 16 Date	Day 17 Date	Day 18 Date	Day 19 Date	Day 20 Date
Day 21 Date	Day 22 Date	Day 23 Date	Day 24 Date	Day 25 Date
Day 26 Date	Day 27 Date	Day 28 Date	Day 29 Date	Day 30 Date

Social Media Goals for This Month

Week 1 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 1 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 2 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 3 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 4 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 5 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 6 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 7 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 1 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Week 2 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 8 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 9 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 10 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 11 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 12 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 13 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 14- Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 2 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Week 3 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 15 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 16 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 17 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 18 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 19 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 20 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 21 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 3 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Week 4 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 22 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 23 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 24 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 25 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 26 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 27 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 28 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 29 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 30 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 4 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Month 2 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

What have you discovered about your ideal customer?

How do you need to adjust your social media plan as a result

Month 3 - Plan

Use the monthly overview to note key events, goals, or types of content to post each day. E.g., Build buzz for X launch, Poll, Quote, Question, Share, etc.

Day 1 Date	Day 2 Date	Day 3 Date	Day 4 Date	Day 5 Date
Day 6 Date	Day 7 Date	Day 8 Date	Day 9 Date	Day 10 Date
Day 11 Date	Day 12 Date	Day 13 Date	Day 14 Date	Day 15 Date
Day 16 Date	Day 17 Date	Day 18 Date	Day 19 Date	Day 20 Date
Day 21 Date	Day 22 Date	Day 23 Date	Day 24 Date	Day 25 Date
Day 26 Date	Day 27 Date	Day 28 Date	Day 29 Date	Day 30 Date

Social Media Goals for This Month

Week 1 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 1 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 2 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 3 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 4 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 5 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 6 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 7 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 1 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Week 2 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 8 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 9 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 10 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 11 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 12 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 13 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 14- Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 2 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Week 3 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 15 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 16 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 17 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 18 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 19 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 20 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 21 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 3 - Review

Progress toward goal

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Top 5 posts - engagement

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Most popular content topics

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Week 4 - Plan

List the topics for your post(s) for each day, the purpose of the post, and where you will publish it.

Dates –

	Daily Posts	Why ?	Where?
Mon.			
Tues.			
Weds.			
Thurs.			
Fri.			
Sat.			
Sun			

Day 22 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 23 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 24 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 25 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 26 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 27 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 28 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 29 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Day 30 - Plan

Date -

Topic	Format
	<i>(e.g., text, graphic, video, poll)</i>

Content

Link to include	Graphic to create

Channels for posting	Metrics
	<i>(e.g., views, clicks, comments, shares)</i>

Other	Other

Week 4 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

Add these topics to your Idea Bank based on this week's performance

Month 3 - Review

Progress toward goal

--

Top 5 posts - engagement

Most popular content formats

Most popular content topics

Top channels - engagement

What have you discovered about your ideal customer?

How do you need to adjust your social media plan as a result



<https://www.pexels.com/photo/white-smartphone-1851415/>

Step 4: Review Your Social Media Strategy

Your Target Audience

Review the customer profile you created for your strategy:

Is this information still accurate?

What have you learned about your target audience?

Your Target Audience

Do you need to adjust any information?

Has another target audience emerged?

Your Social Media Goals

Review your overall social media goals and your platform-specific SMART goals:

Are you meeting your goals?

Do you need to adjust your goals or your strategy?

Your Social Media Goals

What can you do differently to achieve these goals?

Do you need new goals?

Content Analysis

Evaluate content performance, specifically:

What types of posts have been the most popular with your audience in the past 90 days?

What subject matter has been the most popular with your audience?

Notes

Notes

Notes

Notes

Notes

Your Next Steps