

Social Media

Posting Planner



Goals and Objectives

“Social media is a great way to bring awareness to your business. However, without a solid plan, set goals, and known objectives, any social media accounts you create will not perform as well as they could. When used properly, social media can work wonders at bringing potential customers to your business. Use this page to get clear on what you want to achieve with social media.”

How much growth would you like to see in your social media in 6 months?

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1 year?

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What kinds of things do you want your audience to gain from your social media?

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What kinds of things do you want to gain from your audience through your social media?

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Who Are You/What Is Your Brand?

“It’s important to have a very consistent and recognizable identity across all your online presence. This helps you to build trust with your audience, and allows them to get to know you better. It also helps you to stay focused on the goals of your business, and keeps you from getting sidetracked. Map out a clear identity for your brand/business, and what makes you stand out from others.”

How would you describe your brand’s voice?

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What problems does it solve?

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If your brand were an actor/actress, who would it be?

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If your brand were a vehicle, what kind would it be?

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If your brand were a candle, what scent would it be?

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What makes your brand stand out from other brands in the same niche?

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How are you different from the other people/creators in your brand’s niche?

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What Is Your Competition Doing?

“In the last exercise, you wrote down what sets you apart from your competition. However, their ways of doing things can still benefit you. By observing what they do best, you can build strategies to do better. Instead of seeing your competition as a threat, see them as opportunities to help you improve. Use the space below to reflect on some of the ways your competition’s social media can inspire your own to be better.”

What do you feel your competition does better than you?

How can you do better?

Dotted lines for writing.

Dotted lines for writing.

How Do You Compare?



On a scale of 1-10, how well do you think you rate for the following:



Products/Services 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Customer Service 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Design 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Marketing 1 2 3 4 5 6 7 8 9 10

How can you improve?

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How Do You Compare?



On a scale of 1-10, how well do you think you rate for the following:



Ads 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Video Quality 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Posting Consistency 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Engagement 1 2 3 4 5 6 7 8 9 10

How can you improve?

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How Do You Compare?



On a scale of 1-10, how well do you think you rate for the following:



Other: _____ 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Other: _____ 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Other: _____ 1 2 3 4 5 6 7 8 9 10

How can you improve?

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Notes

Which Platforms Are Best For Your Business

“Not every social media platform is a good fit for every business. For example, if part of your business is filming quick and easy creative process tutorials, Instagram and/or TikTok might be great. On the other hand, LinkedIn is not a good platform for that kind of content, and caters more to professional content like articles and/or white papers. Consider what kind of content you would like to post, and which platforms are best-suited for it.”

*What kind of content are you planning to post to your social media?
(Educational, fun, tutorials, basic niche info, quick thoughts, photos, etc.)*

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Are you planning to do videos, and how long would they be?

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Will you be posting things your audience can interact with?

- Yes No

Which social media platforms do you immediately think of using for your brand?

- | | | | |
|--------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="radio"/> Facebook | <input type="radio"/> Instagram | <input type="radio"/> Twitter | <input type="radio"/> TikTok |
| <input type="radio"/> Snapchat | <input type="radio"/> YouTube | <input type="radio"/> Pinterest | <input type="radio"/> LinkedIn |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Which platforms do your audience gravitate towards?

- | | | | |
|--------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="radio"/> Facebook | <input type="radio"/> Instagram | <input type="radio"/> Twitter | <input type="radio"/> TikTok |
| <input type="radio"/> Snapchat | <input type="radio"/> YouTube | <input type="radio"/> Pinterest | <input type="radio"/> LinkedIn |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Username

Now that you know which social media platforms fit your business best, it's time to choose a good username that's available across all of them. It's important to have consistent usernames so that your audience and potential customers can find you. Brainstorm some possible usernames, to check each platform for their availability.

Username:

Available

- | | | | |
|--------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="radio"/> Facebook | <input type="radio"/> Instagram | <input type="radio"/> Twitter | <input type="radio"/> TikTok |
| <input type="radio"/> Snapchat | <input type="radio"/> YouTube | <input type="radio"/> Pinterest | <input type="radio"/> LinkedIn |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Username:

Available

- | | | | |
|--------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="radio"/> Facebook | <input type="radio"/> Instagram | <input type="radio"/> Twitter | <input type="radio"/> TikTok |
| <input type="radio"/> Snapchat | <input type="radio"/> YouTube | <input type="radio"/> Pinterest | <input type="radio"/> LinkedIn |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Username:

Available

- | | | | |
|--------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="radio"/> Facebook | <input type="radio"/> Instagram | <input type="radio"/> Twitter | <input type="radio"/> TikTok |
| <input type="radio"/> Snapchat | <input type="radio"/> YouTube | <input type="radio"/> Pinterest | <input type="radio"/> LinkedIn |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Username:

Available

- | | | | |
|--------------------------------|---------------------------------|---------------------------------|--------------------------------|
| <input type="radio"/> Facebook | <input type="radio"/> Instagram | <input type="radio"/> Twitter | <input type="radio"/> TikTok |
| <input type="radio"/> Snapchat | <input type="radio"/> YouTube | <input type="radio"/> Pinterest | <input type="radio"/> LinkedIn |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

Who Is Your Target Market?



Knowing who you are speaking to helps you create content that resonates with them. Create a customer persona (or more than one) for the people you want to reach and your products will serve.



Name

Age

Married Single With Someone Other:

Occupation

Income range \$

Hobbies

Challenges

Life Goals

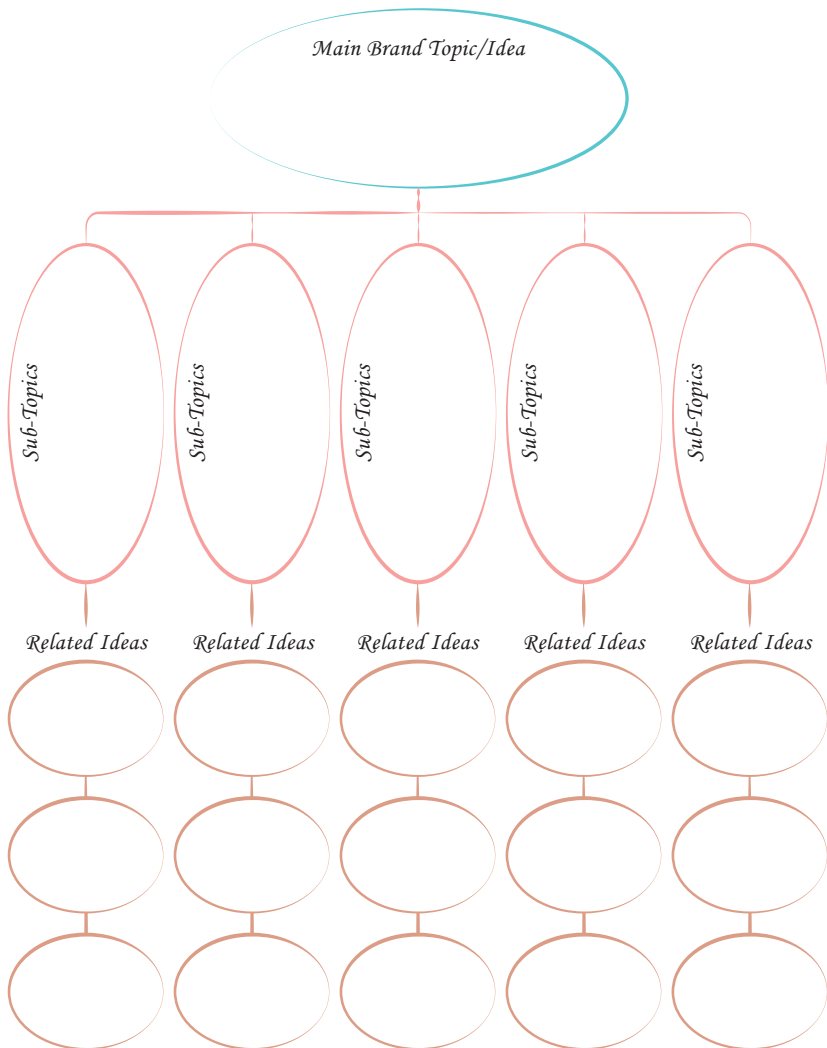
Values

Day-In-The-Life

Your Content

“The type of content you post on your social media pages is how your audience gets to know you. Now that you know who your target market/audience is, it’s much easier to plan social media content. It’s a good idea to develop a posting theme(s), as well as a list of ideas of what each post should be about. Here, create some content themes and a list of topics you would like to regularly post to your social media.”

Content Ideas



30-Day Posting Schedule

Now that you know some themes, topics, and holidays/events you would like to post about, you can create a posting schedule so you can develop consistency in your posts. Create a 30 day posting schedule that includes any themes, topics, or holidays/events from the past two pages.

Month

Theme:	Theme:	Theme:	Theme:	Theme:	Theme:
Topic:	Topic:	Topic:	Topic:	Topic:	Topic:
Theme:	Theme:	Theme:	Theme:	Theme:	Theme:
Topic:	Topic:	Topic:	Topic:	Topic:	Topic:
Theme:	Theme:	Theme:	Theme:	Theme:	Theme:
Topic:	Topic:	Topic:	Topic:	Topic:	Topic:
Theme:	Theme:	Theme:	Theme:	Theme:	Theme:
Topic:	Topic:	Topic:	Topic:	Topic:	Topic:
Theme:	Theme:	Theme:	Theme:	Theme:	Theme:
Topic:	Topic:	Topic:	Topic:	Topic:	Topic:

Review Your Analytics



Most social media platforms have some basic analytics like link clicks, profile visits, follows, likes, and more. These kinds of insights can help you to see which posts your audience engages with the most, along with time of day and/or days of the week perform best for you. Use the space below to track your analytics, and make notes about possible changes you can make to your posts and/or posting schedule.



Date

Platform: Audience size:

Observation from analytics:

What to improve or try:

Date

Platform: Audience size:

Observation from analytics:

What to improve or try:

Date

Platform: Audience size:

Observation from analytics:

What to improve or try:

Date

Platform: Audience size:

Observation from analytics:

What to improve or try:

Influencer Engagement Tracker

“Now that you know who you want to follow and engage with, you’ll want to make sure your engagement with them is consistent so they and their audience will notice you as a “regular”. Track your engagement here.”

Month:

Influencer:

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31		

Influencer:

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31		

Influencer:

1	2	3	4	5	6	7	8	9	10	11
12	13	14	15	16	17	18	19	20	21	22
23	24	25	26	27	28	29	30	31		

Budget & Expenses

“As you grow you may want to use scheduling or analytics tools that cost extra. You might also want to run ads or use strategies that cost you money. On this page, consider how much money you are willing to budget monthly for growing and keeping track of your social media profiles.”

What is your monthly income?

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What do you spend on social media now each month?

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How much can you allocate to spend on social media every month?

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How much growth over each month makes that amount justifiable?

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