

FROM DREAMING - TO PLANNING - TO POSTING



The 30-DAY

SOCIAL MEDIA CONTENT PLANNER

THIS WORKBOOK WILL HELP YOU PLAN, CREATE AND
PUBLISH 30 DAYS OF AMAZING SOCIAL MEDIA CONTENT

THE 3 KEYS TO SUCCESS

Social media is such an incredible and powerful tool to help you create visibility, grow your audience and nurture relationships.

There's so many different ways to grow on social media, so many different types of content and so many ideas to explore.

But no matter what strategy you follow, what platform you focus on or what type of content you decide to share, there are 3 keys to success that stand no matter what:

1. Consistency

Consistency is probably the most important factor when it comes to creating success on social media. But there's no ideal amount of consistency - there's no "perfect" amount of times you should post per week. The best kind of consistency is the consistency that works for you and your schedule.

What's your consistency goal? What's a posting schedule that you feel comfortable sticking to? (e.g. 2 times per day, 5 times per week)

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2. Authenticity & Originality

In order to stand out online, you have to be authentic or find a way to present content in a fresh, new and original way.

Think about what makes YOU authentic or how you could offer a new spin on content that's already out there.

3. Value

If you want to be successful on social media, you need to offer your followers some kind of value and give them a reason to keep coming back to your profile. Value can come in lots of different ways: education, entertainment or emotional connection.

Think of different ways you can create value for your followers.

GETTING CLEAR ON YOUR AUDIENCE

Let's get really clear on your ideal audience and the people that you will be creating content specifically for. When you focus on a really specific audience, your content will resonate so much more.

If you had to describe your ideal follower, what would they be like?

AGE	GENDER	OCCUPATION
INTERESTS	VALUES	
BELIEFS		
DREAMS / DESIRES		
CHALLENGES / FRUSTRATIONS		

TIP: If you have an existing audience, survey them to find out more about their interests, desires and challenges.

What type of content would your audience find really valuable?

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BRAND PILLARS

Your brand pillars are the topics that you always talk about in your business. Identify 3 topics that relate to your business and interest your audience so that you can consistently create content around these topics.

1.	
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2.	
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3.	
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YOUR IDEAL CONTENT SCHEDULE

What would be your ideal content schedule? What platforms would you show up on and what kind of content would you share? How many times a week would that be?

Map out your ideal weekly content schedule below. Make this realistic and achievable so that you can stick to it consistently.

MONDAY:	FRIDAY:
TUESDAY:	SATURDAY:
WEDNESDAY:	SUNDAY:
THURSDAY:	NOTES:

30 CONTENT IDEAS

Take your 3 brand pillars and your sub-topics and come up with 10 specific content ideas for each pillar below.

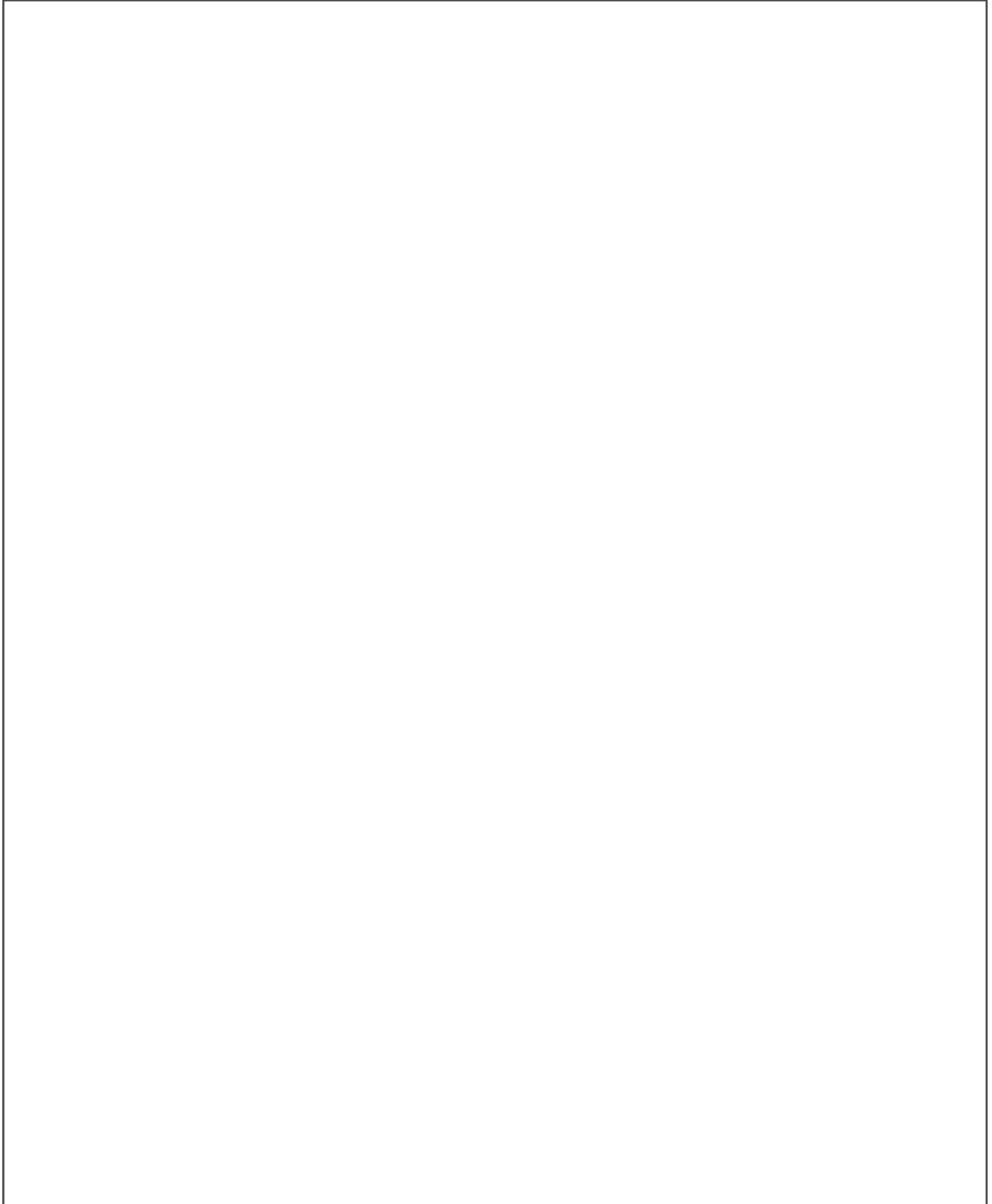
- What questions could you answer?
- What tips could you give?
- What fun memes, gifs or Tweets could you share?
- What photos or videos could you post?

	PILLAR 1	PILLAR 2	PILLAR 3
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

You now have content figured out for the next 30 days! Now schedule in some time to batch-create this content and you'll be all set!

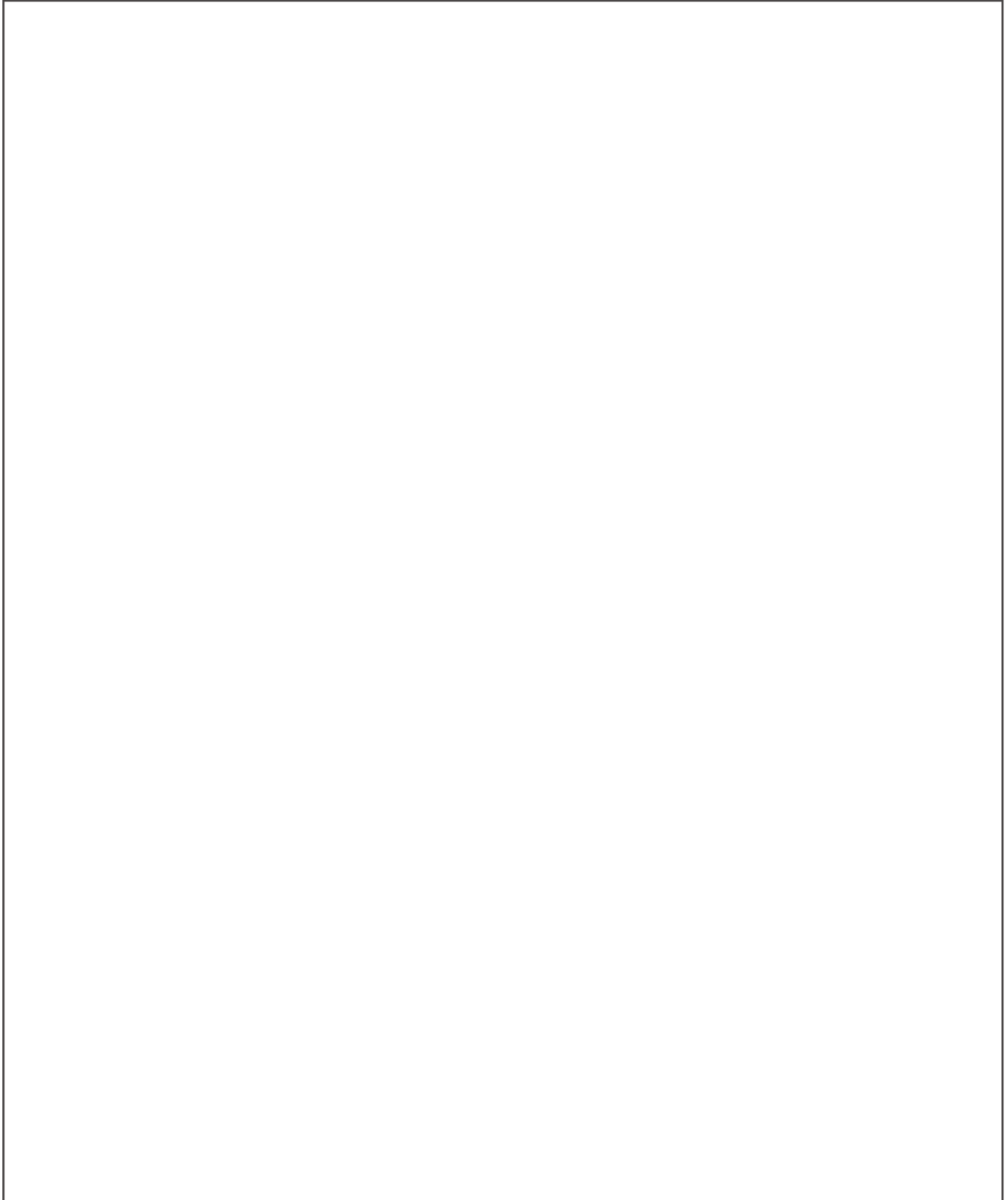
BRAINSTORM

Use this space to brainstorm your content ideas:


A large, empty rectangular box with a thin black border, intended for brainstorming content ideas. The box is currently blank.

IDEA BANK

Use this page to store any more ideas that come to mind for content you could create in future:

A large, empty rectangular box with a thin black border, intended for users to write down their ideas for future content creation.

POST PLANNER

 POSTING DATE:		BRAND PILLAR	
POST TYPE	PLATFORM	POSTING TIME	
CONTENT / PHOTO / GRAPHIC / VIDEO			
CAPTION		HASHTAGS	
		