

# Build A Community With Social Media

The Social Media Planner - was designed out of my desire to stop feeling overwhelmed and pressured to post on social media every day while also building an optimized social media accounts..



## DETERMINE YOUR BRAND

- ☐ Create a cohesive brand across all of your social media accounts that reflect the business, your brand voice, and your target audience.
  - ☐ Visual Brand Likes & Dislikes
  - ☐ Your Visual
  - ☐ Cover Photo Worksheet
  - ☐ Brand Voice
  - ☐ Hashtags

## SCHEDULE YOUR CONTENT

- ☐ Find out the best times to post and easily Organize your calendar with your Social medio posts. NO more last minute rushing!
  - ☐ Social Media TO-DO List
  - ☐ Best Times to Post
  - ☐ Weekly Posting Schedule
  - ☐ Important Dates
  - ☐ Post Ideas

- ☐ Weekly Post Content
- ☐ Sponsored posts
- ☐ Giveaways & Contents

## IMPROVE WITH AN AUDIT

- ☐ Figure Out what you Can improve on to better optimize your social media accounts. After you make the required adjustments, See traffic coming in waves.
  - ☐ What is an Audit?
  - ☐ General social Media Audit
  - ☐ Facebook Audit
  - ☐ Instagram Audit
  - ☐ Pinterest Audit
  - ☐ Twitter Audit

**Make and Share Free Checklists**  
[checkli.com](https://checkli.com)