

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

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