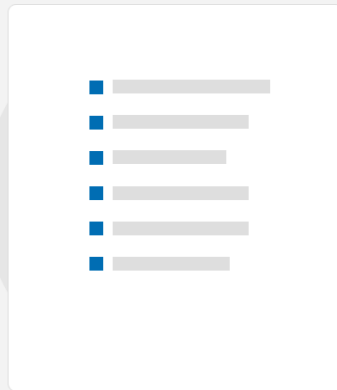


Create Social Media Content Plan

Guideline for Social Media Content Plan



Social Media Goals

- ☐ Define your social media goals and what you want to achieve by running a marketing campaign

Social Media Platforms

- ☐ Select the social media platforms on which you want to run your campaign; keep in mind your audience

Target Audience

- ☐ Understand your target audience for whom you want to create content; familiarize yourself with their likes & dislikes

Create Content

- ☐ Create your content keeping in mind what your audience likes to consume and based on past campaigns

Test and Analyze

- ☐ Keep track of the performance of your campaign; feel free to tweak and test different strategies for more success

Manage Content

☐

Throughout the whole process, keep your content organized and structured; use tools like Google Drive or Excel

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