CONTENT STRATEGY CHECKLIST

Set Up

Create a Facebook Business Page ☐

Create an Instagram Business Page ☐

Create a Canva Account ☐

Find a high quality digital rendering of your logo ☐

Upload your logo to all platforms ☐

Fill out your bio section on each platform ☐

Outline your brand colors ☐

Outline your brand fonts ☐

Production

Create 5 social media posts ☐

Create a content schedule ☐

Sign up for Later or Buffer ☐

Schedule out posts ☐

Create a hashtag list for your posts ☐

Follow 10 accounts on all profiles ☐

Join 5 local Facebook groups to join ☐

Comment on 5 posts total in your Facebook groups ☐

CONTENT IDEAS

- How You Got Started
- Go Behind The Scenes
- Share a Personal Story
- Tell People What You Sell
- Share a Joke (Graphics or Text)
- Share a Quote (Graphics or Text)
- Host an #AMA (Ask Me Anything)
- Post a How To or Tutorial
- Ask a Question
- Host a Poll
- Host a Giveaway
- Tell People to Sign Up On Your Email List
- Give away a coupon
- Host a Sale
- Remind People To Buy Your Products or Services
- Share a Quick Tip
- Share Industry News (Add Your Thoughts To It)
- Go LIVE
- Post a Sneak Peek of something coming soon
- Share Any Press or PR Features You Have
- Post a Testimonial From a Client
- Share Your Contact Info
- Share a Charity You've Partnered With
- Ask Your Audience How They Found You
- Re-Share Some Older Content (Graphics, Quotes, Blog Posts)

CONTENT IDEAS

- Post a Case Study
- Answer FAQ's
- Share Some Personal Wins or Results
- Host an Interview with a Guest
- Post Something Seasonal or Highlight a Holiday
- Post Motivational Monday
- Post a Tuesday Tip
- Post a Wednesday Wisdom
- Post a Throwback Thursday
- Post a Flashback Friday
- Share a Short Video Clip (Yours or one you like)
- Post some interesting stats or data about your industry
- Share your favorite resources (Apps, Websites, Blogs)
- Share a WIN or SUCCESS
- Share a LOSS or a FAILURE
- Share an Unknown Feature About Your Products or Services
- Let Your Employee Take Over For a Day
- Show someone using your product
- Tell People How You Got Started
- Share What Inspired You To Create Your Product or Service
- Shoutout or Mention Other Brands
- Shoutout or Mention Your Clients
- Share a Success Story
- Share Your Other Social Profiles to Connect On
- Share Content From Someone Else
- Let Someone Guest Post or Takeover Your Profile

KEY TERMS

Hashtag

A hashtag (#) is a word or phrase preceded by a '#' sign used to connect posts on social media to other posts on the same subject or a trending topic. Hashtags are a way to make it easier for users to search for posts related to specific topics.

Share

Share refers to how many times a piece of content has been reposted on social media. There is a clickable 'share' feature on social media platforms that allows you to repost other user's content to your own timeline or newsfeed.

Story

A social media story is a collection of images and short videos that can be shared with other users. A story disappears after 24 hours.

Algorithm

In social media, an algorithm refers to a set of rules that help search engines to rank, filter, and organize search results and advertisements.

Direct Message (DM)

A Direct Message is a private message between social media users that can only be seen by the sender and the recipient.

Feed

A social media feed is among the generic social media marketing terms used to stream content you see from various social media accounts.

Follower

In social media marketing terms, a follower is a user who has subscribed to view your posts.

Analytics

Analytics is data that helps you track the performance of your social media content. Analytical data could include page views, time on page, clickthrough rate, and engagement rate.

Bio

A bio on social media refers to a short bit of explainer text that explains who the user is.

Comment

A comment is a response that is often provided as an answer or reaction to a blog post or post on a social network.

Tagging

Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.

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UGC (User Generated Content)

User-Generated Content (UGC) is any content – in the form of text, videos, images, reviews, etc. – created by consumers rather than brands.

Handle

A unique public username used on social media accounts is referred to as 'handle'; like in Twitter, a handle refers to the username followed by an @ symbol.

HUB

CONTENT PLANNER

MONTH OF :

PRIORITIES

- _____
- _____
- _____

GOALS

_____
_____
_____

HOLIDAYS / EVENTS

_____
_____
_____

NOTES

MON	TUE	WED	THU	FRI	SAT	SUN