



Social Media *Planner*





Welcome

If we haven't already met, I'm Wendy and I help goal getting entrepreneurs create simple systems so they can stop procrastinating and achieve their business goals.

This social media planner has been designed to help you get clear on your social media goals so you can put out content that is aligned with your business goals. I don't want you wasting anymore time posting mindlessly on social media hoping to get ... something.

If you're like most people, social media feels like an elusive game that only the lucky get right. But there is strategy that can be put in place that can help any business improve their metrics.

Use this planner each quarter to help you plan and stay aligned with the vision and goals for your business.

Are you ready to get social?

STEP 1: Write the quarter on the front of the workbook. Example, "Q1 2021"



This planner is designed to provide information, inspiration, and motivation. There are no guarantees that if you follow the techniques, suggestions, strategies, tips, or ideas that you will be successful.

Business Goals and Objectives

Specific, Measurable, Actionable, Relevant, Timely

Example

Goal: Get more clients

Objective(s): Enroll 6 clients each month into my program.

Provide free monthly trainings - 300 people to attend

Goal:

Objective(s):

Goal:

Objective(s):

Goal:

Objective(s):

Social Media Goals & KPI's

Objective - Metric to measure

Example

Goal: Increase brand awareness

Objective(s): Increase engagement by 20% across all platforms

Metric: Average Engagement (Likes + Comments + Shares / Followers * 100)

Goal:

Objective(s):

Metric:

Start:

Month 1:

Month 2:

End:

Change:

Goal:

Objective(s):

Metric:

Start:

Month 1:

Month 2:

End:

Change:

Goal:

Objective(s):

Metric:

Start:

Month 1:

Month 2:

End:

Change:

Planning a Quarter

Hero - Launch, Events, LIVEs, Collabs,

Big Rocks

Vacation, planned time off, birthdays, graduations, weekend getaways,

Time Takers

Holidays, tax season, elections, school holidays, kid performances, finals, health appointments

Business Upkeep

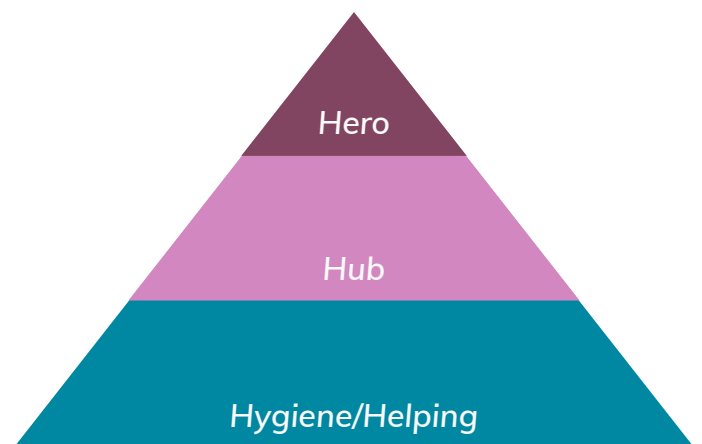
Meetings, conferences, 1:1 clients, admin, education, photo shoots, R&D

Batch processing

Keywords/hashtags, graphics, written content, video, audio, transcripts,

Hub - Website (blog), Webinars, Advertorials

Hygiene - Like, Know, Trust (Helping)



Quarter at a glance

Week	Focus	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Hygiene/Helping Categories

Awareness / Interest / Consideration / Evaluation / Loyalty

Example: Testimonials, SM Planner, Interest, DM, Wednesday/ Twice a month

Category	Goal	Stage	What's the Ask?	When/Frequency
         	    			
         	    			
         	    			
         	    			
         	    			
         	    			
         	    			
         	    			
         	    			

Content Planning

*Goal, Launch,
Sales Funnel:*

List out topics for long form content related to your goal. Make sure to address the lies and false beliefs your ideal clients have, the things that will make their life easier, useful.

Review list: Does it show your value? Position you as expert? Related to your offer?

Topic:

List out at least 6 key points:

Keywords/Hashtags (30 max - 10 niche / 10 topic / 10 ideal client):

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