WORKBOOK

1. GOALS

Set out your strategy and plan your actions to achieve your goals

6. ANALYSIS

Review performance and plan for improvements

2. AUDIT

Review your social content and what has worked and not worked

6 STEPS SOCIAL MEDIA CONTENT CREATION



5. DISTRIBUTION

Choose the right channels for sharing your content

3. RESEARCH

Identify your target audience and understand their needs and desires

4. PILLARS & IDEAS

Create Content Pillars and generate ideas for content for each

PURPOSE

COMMITMENT

MEASUREMENTS OF SUCCESS

AUDIT

CONTENT PILLARS





Reflection

What action?

