

# SOCIAL MEDIA CONTENT PLANNER



BY SOCIALREA

# CHECKLIST 1

# BRANDING

**BRAND NAME**

**MISSION**

**VISION**

**TARGET MARKET**

**LONG BIO**

**SHORT BIO**

## **BRAND VOICE**

**PERSONA**

**PURPOSE**

**LANGUAGE**

**TONE & MANNER**

**BY SOCIALREA**

# CHECKLIST 2

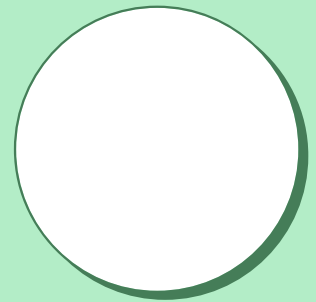
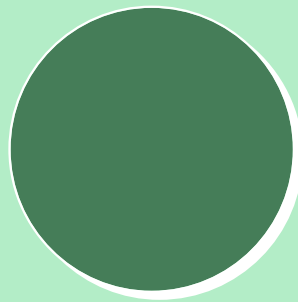
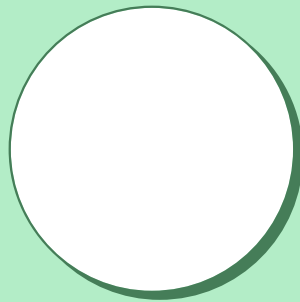
# BRANDING

- BRAND LOGO

ALT LOGO

SUBMARK

BRAND COLOR PALETTE



BRAND FONTS

1.

2.

3.

4.

# SOCIAL MEDIA ACCOUNT TRACKER

<b>FACEBOOK</b>	<b>USERNAME:</b> <b>PASSWORD</b>
<b>INSTAGRAM</b>	<b>USERNAME:</b> <b>PASSWORD</b>
<b>TWITTER</b>	<b>USERNAME:</b> <b>PASSWORD</b>
<b>YOUTUBE</b>	<b>USERNAME:</b> <b>PASSWORD</b>
<b>LINKEDIN</b>	<b>USERNAME:</b> <b>PASSWORD</b>
<b>PINTEREST</b>	<b>USERNAME:</b> <b>PASSWORD</b>
<b>TIKTOK</b>	<b>USERNAME:</b> <b>PASSWORD</b>

# POSTING SCHEDULE

SOCIALS	TIME	NUMBER OF POST
FACEBOOK		
INSTAGRAM		
TWITTER		
YOUTUBE		
LINKEDIN		
PINTEREST		
TIKTOK		

# CONTENT CALENDAR 30 DAYS


# HASHTAGS

TOPIC: \_\_\_\_\_

HASHTAGS:

TOPIC: \_\_\_\_\_

HASHTAGS:

TOPIC: \_\_\_\_\_

HASHTAGS:

# DAILY TO DO LIST

## FACEBOOK

- 1 -2 posts
- Like 5 posts per page
- Find and like 10 pages
- Comment on at least 10 posts
- Send a PM to 5 people/pages

## YOUTUBE

- Post 1 - 2 videos/week
- Share a sneak peek on social media
- Subscribe to 5 channels
- Like and Comment on 2 videos per account

## LINKEDIN

- 1 - 3 posts per week
- Connect with 5 new people
- Follow 5 companies
- Like and Comment on 5 posts
- Reblog 5 blog posts on your newsfeed

## INSTAGRAM

- Post a photo on your feed
- Share 1 - 4 stories
- Engage with 5 hashtags
- Follow 5 Ideal clients
- Like and Comment on Ideal clients posts
- Send a DM to 5 new followers

## TWITTER

- 1 - 4 tweets
- 5 retweets
- Follow 15 new people
- Like and Comment on 10 tweets
- Send a PM to new followers

## PINTEREST

- Create new pin/week
- Share it on social media
- Add 10 new pins on your board
- Follow 5 pinners









## WEEKLY

- Check Analytics
- Track Ad Campaigns
- Create a posting sched for the week
- Check competitors' best-performing post

## MONTHLY

- Collect monthly stats
- Distinguish previous month's success
- Study competitors' strategies
- Research upcoming news and events

# MONTHLY PAGE STATS

PAGE LIKES/ FOLLOWERS						
JANUARY						
FEBRUARY						
MARCH						
APRIL						
MAY						
JUNE						

# MONTHLY PAGE STATS

<b>JULY</b>						
<b>AUGUST</b>						
<b>SEPTEMBER</b>						
<b>OCTOBER</b>						
<b>NOVEMBER</b>						
<b>DECEMBER</b>						

# **SOCIAL MEDIA CONTENT PLANNER GUIDE & IDEAS**



BY SOCIALREA

# CHECKLIST 1

# BRANDING

## BRAND NAME

<insert brand name>

## MISSION

< defines the company's business, its objectives and its approach to reach those objectives >

## VISION

< describes the desire future position of the company >

## TARGET MARKET

< who are your customers and where are they located >

## LONG BIO

< about your brand/company, what do you offer, how will you help customer, etc >

## SHORT BIO

<use your elevator pitch>

## BRAND VOICE

### PERSONA

< inspiring, friendly, playful, etc >

### PURPOSE

< educate, sell, motivate, etc >

### LANGUAGE

< simple, savy, complex, etc >

### TONE & MANNER

< honest, direct, humble, etc >

# CHECKLIST 2

# BRANDING

## • BRAND LOGO

< brand logo here >

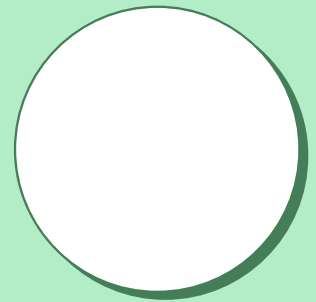
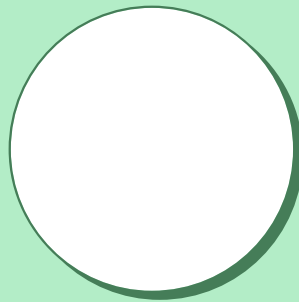
### ALT LOGO

< a shorter version of your main logo.  
Alternative logos are the variations of your main logo and it can be for example logo without the tagline, a stacked version, icon, badge and so on >

### SUBMARK

< Submarks are usually in geometric shapes like circles, rectangles, triangles, squares, etc. Simplified version of your main logo, to use it as social media profile pictures, favicon, footer logo, on business stationery, or other graphics >

### BRAND COLOR PALETTE



### BRAND FONTS

1.

2.

3.

4.

< brand fonts here >

# CONTENT CALENDAR 30 DAYS

tell people about your product	go behind the scenes	share your morning routine	post facts about your industry	share your favorite book
share a personal story	tell people how you started	tag your clients	share a joke	share a charity you've partnered with
post a tutorial	share a quote	go live	post testimonials	shoutout other brands
ask a question	show someone using your product	thank your followers	post a fill in the blank	answer FAQ's
share a loss or failure	give your audience a gift	share a success story	tell people to sign up to your email list	post about events you're goin on
share a quick tip	host a poll	ask audience what they need	share content from someone	share your contact info