

Getting Started

What is your goal for social media?

Who is your ideal audience?

Which platforms are the best fit for your business?

What are your main challenges?

Logistics

How much time can you (or others working with you) spend on social media content each week?

How often will you post on each social platform (ideally)?

Planning

What are the essentials you have to post about?

What topics interest your audience?

What does an ideal 14 days of social content look like for you? (Don't be afraid to leave blank spaces!)


