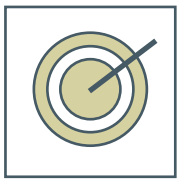
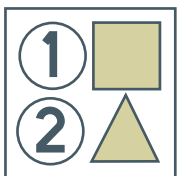


SOCIAL MEDIA CONTENT PLANNING GUIDE

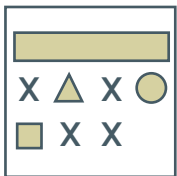
Once you have your social media strategy figured out, it's time to get to the creative part - planning your content calendar. Take a strategic and focused approach while still keeping some flexibility to have fun and post some trendy content too.



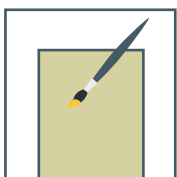
STEP 1
DEFINE YOUR SOCIAL MEDIA GOALS



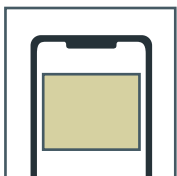
STEP 2
CREATE CONTENT BUCKETS TO MATCH YOUR GOALS



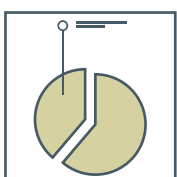
STEP 3
MAP CONTENT ON SOCIAL CALENDAR



STEP 4
DESIGN CONTENT ELEMENTS



STEP 5
SHARE CONTENT ONLINE



STEP 6
ANALYZE RESULTS AND MAKE CHANGES