

SOCIAL CONTENT PLANNING & CREATION

SESSION OVERVIEW & WORKSHEETS

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Marketing is not about selling a service or promoting yourself. It's about building relationships, elevating your brand, increasing trust, banking goodwill and creating a community. All communications and marketing efforts must start with these questions:

- **Who are you?**
- **Who are you talking to?**
- **Where can you reach them?**
- **What do you want?**
- **What's the plan?**

BRAND: Your brand is the filter through which all touchpoints must pass .

- Who are you?
- What are your values & mission?
- What is your brand & style?
- What are your organization goals?

TOUCHPOINTS: Touchpoints are any place your brand is represented or communicating with the public. They can be owned or outside but **MUST** be managed, monitored and updated.

- Where are you?
- Where are you visible in the community?
- Where are you connecting with people?
- How is your brand represented in the world?

AUDIENCE: Your audience determines the what, how and where of your content.

- Who is your audience?
- What are they like? Their family?
- What do they need? Want? Cares/worries?
- What are their values? Priorities?
- Where do they spend their time?
- How can you improve their lives?

GOALS: Know your WHY. Most communication falls into one of three categories: educate & inform, entertain & engage, or promote & sell. You have to know the intent of your content before creating it.

- What do you want?
- What do you want to accomplish?
- How do you want people to act?
- How do you want people to feel?
- How does this fit your goals & values?

PLAN: Content planning ensures you cover all your bases, keep a cohesive look and are more consistent.

- Create a static content plan and current content plans.
- Monitor, track & repeat or adjust.
- Keep plans updated and use a bank to make planning and creation easier.

Focus on creating a connection before content; messages are better received when coming from a friend. Planning is essential to saving time and optimizing effectiveness, but be prepared to be flexible and do what works best for you and your community.

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BRAND BRAINSTORM

Name	Tagline	Mission	Vision
USP	Strengths	Weaknesses	Goals
Describe your organization's style and personality:			

Where Does Your Organization Fall?

Classic	Modern	Reliable	Suprising
Authoritative	Friendly	Mature	Youthful
Economical	Luxury	Sophisticated	Playful
Focused	FreeThinking	Defined	Creative
Professional	Whimsical	Exclusive	Mass Appeal
Cautious	Adventurous	Reserved	Emotional
Conventional	Rebellious	Polished	Natural

ORGANIZATION TOUCHPOINTS

TOUCHPOINT	AUDIENCE	UPDATE FREQUENCY

AUDIENCE BRAINSTORM

	AUDIENCE	AUDIENCE	AUDIENCE
SIZE			
AGE			
GENDER			
RACE			
FAMILY			
EDUCATION			
MOTIVATION & PRIORITIES			
FEARS & DEAL BREAKERS			
PLATFORMS & TOUCH POINTS			

GOALS & STRATEGY BRAINSTORM

GOAL			
AUDIENCE			
TIMING			
TRACKING			
TOUCHPOINT	STRATEGY	FREQUENCY	TIMING

CONTENT BRAINSTORM

What types of content do you NEED to post on a regular basis? This could include promoting events or meetings, construction announcements, news, closures, etc. How often do you usually have to post this content?

TOPIC

FREQUENCY

What sort of things do you WANT to post more often or start posting for the first time? What topics or information would your audience react strongly to, what would help them or entertain them? Remember, content should be engaging and unique but still in line with your unique brand and voice, not just things that are trending. How often would you feasibly be able to create this type of content? What platforms would fit the content best?

TOPIC

FREQUENCY

CONTENT BRAINSTORM

MONTHLY

WEEKLY

BI-MONTHLY

BI-WEEKLY

QUARTERLY

DAILY

CONTENT PLAN

		SUN	MON	TUE	WED	THUR	FRI	SAT
WEEK ONE								
WEEK TWO								
WEEK THREE								
WEEK FOUR								

