



Social Media Strategy Worksheet

Part 2: Creating an Action Plan for Your Messaging

Note: This worksheet is meant to be a follow up to Social Media Strategy Part 1: Crafting Your Message. This worksheet works best if you have completed the first worksheet in the series. Each one is meant to build off the next. [Click here to download the first worksheet.](#)

It's strongly advised that you complete Part 1 before moving on to part 2.

Now that you have the basis of your messaging, you can focus on creating the content and creating a content calendar to share.

Creating Content and an Action Plan

What 2 social media platforms will you focus on using when implementing your social media strategy? (You can have more platforms if you wish, but I think focusing on 2 is a good start.)

Based on what's realistic for you, how often do you plan to post on your social media platforms? The suggested minimum would be at least 3-5 times a week. Consider what your goals are and how much time you will be willing to spend in creating the content.

Note: *Consistency can be built overtime based on how you decide to show up for your audience. You can post at the same time everyday, you can post videos every Monday, You can post about a certain topic on certain days etc. It's how you want to build that trust with your audience.*



List your content categories. (Example: Photography, motivational quotes, Educational tips and tools, Behind the scenes of photoshoots) Listing categories can help you better plan out your content. For example, if you know your categories of content, then you can create a posting schedule based on categories. On Mondays you post something related to educational tips, on Wednesday you post something behind the scenes of your business etc.

List any free tools you can use to help you post or schedule your content in advance or in batch. Are there any paid tools you would like to consider using as well to help schedule?



For each category of content that you listed, craft 2 sample captions that could be used for a social media post. Reference some of the things you wrote in worksheet #1 when crafting your message.



If you use a blog or a newsletter to communicate with your audience, list 2-3 potential blog ideas or newsletter ideas you can use to communicate your message to your clients.

Creating a Content Calendar

Your next step from here is to create a basic content calendar. The calendar is meant to organize your content to help you become more efficient in scheduling it. This calendar helps create the system you need to start building consistency in your messaging and sharing it with others.



Take some of the sample content you created above in this worksheet and some of the messaging from the previous worksheet and put it into calendar format.

Depending on your goals and the time you have, this calendar can be weekly, monthly, quarterly or yearly. For beginners I would suggest starting with a weekly calendar (up to 2 weeks of content) and then working your way to larger calendars over time.

Formatting Your Content Calendar

Content calendars can come in many forms. Some are as simple as writing on a basic planner what you plan to post on that specific day or week. Some are digital. I've seen some people use spread sheets, or online programs such as Later.com or Hootsuite.com to plan out weekly and monthly content using their easy drop and drag features.

I have even seen some people take a notebook and create dated headlines and write out their content for the week. Pick the format that will be best for you. Pick a format you'll actually use and one that will help you really keep up with your content scheduling.

Sample content calendar: (Photography Business idea)

Day of the Week	Monday	Tuesday	Wednesday	Thursday
Instagram	12:00pm Reel: "This is how you celebrate yourself." Slideshow of all the birthday sessions I've done recently.	8:00am Tips on how to get the most of out your branding session (3-5 tips) 12:00pm Announce "Live" for Thursday. Submit	7:00am Share 3 FAQ about maternity sessions (link to blog) Blog post: All about maternity sessions 12:00pm	6:00pm Go live: Q&A



	Photo: How do you celebrate You? 3:00pm	questions on Stories		
Facebook	Photo: When was the last time you celebrated yourself? Book a session with me today. Educational post	Video (reuse Instagram reel) This is how you celebrate yourself	Share blog post all about Maternity sessions	Share 3 FAQ's about maternity and then link to blog post Photography tip post
Content Planning	Write blog post on maternity sessions Start preparing for Live on Thursday Draft newsletter	Start planning next Instagram reel for Monday: Different props that can be used for branding sessions	Start recording YouTube video for Q&A on next Monday or Tuesday.	Send out newsletter - 8:00am

When creating a content calendar here are a few more tips to keep in mind:

- If you have more than one platform, get creative in reusing the content to work for multiple platforms.
- For multiple platforms an online scheduling tool will save you so much time when batch scheduling. (Suggested platforms: Hootsuite, Later.com)



- Knowing when to post and the best times to post will come from conducting research with your own audience. Test content at different times to see what works best for your audience.
- Be intentional about when you plan your content. Part of planning is also creating the actual content, so make sure you're including time for that as well. This is what the content planning row on the calendar is all about.
- Work backwards when planning to create content. If you know you want to publish a YouTube video on December 15. Work backwards and create the steps needed to create the video. This includes: writing the script, actually recording it, editing the video etc.
- Your content calendar can be as detailed as you need it to be. In the above example, I provided times for postings for the Instagram account, but no times for the Facebook accounts. It all depends on how detailed and organize you want to be. It also depends on how detailed you need to be to stay efficient; but only you know what's best for you.

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