



Suellen Estes

# SOCIALPLANNER

# WHO IS IN MY TRIBE?

## WHO ARE MY TRIBE MEMBERS?

1. GENDER:
2. AGE RANGE:
3. LOCATION:
4. OCCUPATION:

## WHERE DOES MY NICHE SPEND MOST OF THEIR TIME?

1. ONLINE:
2. BUILDING THEIR BUSINESSES:
3. IN A 9 TO 5 PROFESSION:
4. OTHER:

## WHAT SOCIAL PLATFORMS DOES MY AUDIENCE USE MOST?

- ☐ FACEBOOK
- ☐ TWITTER
- ☐ LINKEDIN
- ☐ PINTEREST
- ☐ YOUTUBE
- ☐ INSTAGRAM
- ☐ PERISCOPE
- ☐ SNAPCHAT

## AREAS MY TARGET MARKET STRUGGLE WITH MOST:

- [illegible]

# COMPETITOR ANALYSIS

DATE:

WHO ARE MY BIGGEST  
COMPETITORS?

WHAT PROBLEMS DO  
THEY SOLVE?

WHAT I LIKE ABOUT THEIR SOCIAL STRATEGY?

WHAT I'D LIKE TO INCORPORATE IN MY SOCIAL STRATEGY:

WHAT ENGAGEMENT TACTICS/TOOLS DO THEY USE?

# CONTENT BRAINSTORMING

**MY AUDIENCE IS RESPONDING TO THESE TOPICS:**

**CURRENT HOT TOPICS IN MY NICHE THIS WEEK:**

**IMPORTANT LAUNCHES, SERVICES &/OR PRODUCTS TO SPOTLIGHT THIS WEEK:**

**WHO DOES THE FOLLOWING TASKS?**

- GRAPHICS:
- VIDEO CREATION:
- SCHEDULING & POSTING:
- CAPTION CREATION:
- RESULTS ANALYSIS:
- SOCIAL STRATEGY:

**HOW I WILL MEASURE SUCCESS THIS WEEK:**



# CONTENT CHECKLIST

WEEK OF:

## CONTENT FORMATS

- ☐ GIF
- ☐ MEME
- ☐ BLOG ARTICLE
- ☐ FAQ's
- ☐ Q&A's
- ☐ GRAPHIC QUOTE
- ☐ HOLIDAY POST
- ☐ SLIDESHOW
- ☐ REVIEW VIDEO
- ☐ SURVEY
- ☐ POLL
- ☐ QUIZ
- ☐ PHOTO
- ☐ BEHIND THE SCENES
- ☐ PRODUCT REVIEW
- ☐ GIVEAWAY/CONTEST
- ☐ OPT-IN
- ☐ WEBINAR/TRAINING
- ☐ INFOGRAPHIC
- ☐ VLOG

A NEW CONTENT FORMAT I'D  
LIKE TO TRY:

A CONTENT FORMAT I WANT  
TO REPLACE:

A CONTENT FORMAT I WANT  
TO IMPROVE:

A CONTENT FORMAT MY  
COMPETITORS ARE NOT USING:

# QUARTERLY SOCIAL STRATEGY

MONTH:						

PRIMARY SOCIAL GOAL:
ACTION STEP TO ACHIEVE GOAL:
FINAL RESULT:



MONTH:						

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# QUARTERLY SOCIAL STRATEGY

MONTH:


PRIMARY SOCIAL GOAL:

ACTION STEP TO ACHIEVE GOAL:

FINAL RESULT:

MY OVERALL THOUGHTS ON THIS YEARS SOCIAL EFFORTS:

MY QUARTER OVER QUARTER GROWTH

AREAS OF OPPORTUNITY FOR NEXT YEAR

# MONTHLY SOCIAL CALENDAR

MONTH OF:

SUN	MON	TUES	WED	THURS	FRI	SAT

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MONTH OF:

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# WEEKLY SOCIAL NETWORKING

**WEEK OF:**

**SHOUT SOMEONE OUT:**

## ADD 3 NEW FRIENDS

- |          |             |                |
|----------|-------------|----------------|
| 1. NAME: | DATE ADDED: | FRIEND STATUS: |
| 2. NAME: | DATE ADDED: | FRIEND STATUS: |
| 3. NAME: | DATE ADDED: | FRIEND STATUS: |

**TAG A CUSTOMER IN A MEANINGFUL POST:**

## COMMENT ON 3 BUSINESS ASSOCIATES POSTS

**ACTIVELY ENGAGE IN A PRIVATE GROUP YOU'RE PART OF**

**ASK FOR SERVICE/PRODUCT FEEDBACK FROM 3 CUSTOMERS:**

# SOCIAL PLANNING

DATE

PLATFORM:

GOAL:

WEEK OF:    /    /

POST FREQUENCY:

## CONTENT CALENDAR

	DAY	CONTENT TO POST
<input type="checkbox"/>	MONDAY	
<input type="checkbox"/>	TUESDAY	
<input type="checkbox"/>	WEDNESDAY	
<input type="checkbox"/>	THURSDAY	
<input type="checkbox"/>	FRIDAY	
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All hard work brings a profit, but mere talk leads only to poverty.

Proverbs 14:23

Commit to the Lord all that you do, and He will establish your plans

Proverbs 16:3

Additional planning ideas may be found at our website.

**For More Tools:**

**<https://ChristianBloggersInternational.com>**