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# *The* **30-DAY** SOCIAL MEDIA CONTENT PLANNER



**FROM DREAMING - TO PLANNING - TO POSTING**

THIS WORKBOOK WILL HELP YOU PLAN,  
CREATE AND PUBLISH 30 DAYS OF AMAZING  
SOCIAL MEDIA CONTENT

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## THE 3 KEYS TO SUCCESS

**Social media is such an incredible and powerful tool to help you create visibility, grow your audience and nurture relationships.**

There's so many different ways to grow on social media, so many different types of content and so many ideas to explore.

But no matter what strategy you follow, what platform you focus on or what type of content you decide to share, there are 3 keys to success that stand no matter what:

### 1. *Consistency*

**Consistency is probably the most important factor when it comes to creating success on social media.** But there's no ideal amount of consistency - there's no "perfect" amount of times you should post per week. The best kind of consistency is the consistency that works for you and your schedule.

What's your consistency goal? What's a posting schedule that you feel comfortable sticking to?  
(e.g. 2 times per day, 5 times per week)

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## 2. *Authenticity & Originality*

**In order to stand out online, you have to be authentic or find a way to present content in a fresh, new and original way.**

Think about what makes YOU authentic or how you could offer a new spin on content that's already out there.

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## 3. *Value*

**If you want to be successful on social media, you need to offer your followers some kind of value** and give them a reason to keep coming back to your profile. Value can come in lots of different ways: education, entertainment or emotional connection.

Think of different ways you can create value for your followers.

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# GETTING CLEAR ON YOUR AUDIENCE

**Let's get really clear on your ideal audience and the people that you will be creating content specifically for.** When you focus on a really specific audience, your content will resonate so much more.

If you had to describe your ideal follower, what would they be like?

AGE	GENDER	OCCUPATION
INTERESTS	VALUES	
BELIEFS		
DREAMS / DESIRES		
CHALLENGES / FRUSTRATIONS		

**TIP:** If you have an existing audience, survey them to find out more about their interests, desires and challenges.

What type of content would your audience find really valuable?

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## BRAND PILLARS

**Your brand pillars are the topics that you always talk about in your business.** Identify 3 topics that relate to your business and interest your audience so that you can consistently create content around these topics.

1.

2.

3.



**Now think of the sub-topics that would go into each brand pillar.**

E.g.: If your brand pillar is healthy eating, your sub-topics could be: meal planning, batch cooking, counting calories etc.

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# YOUR IDEAL CONTENT SCHEDULE

**What would be your ideal content schedule?** What platforms would you show up on and what kind of content would you share? How many times a week would that be?

Map out your ideal weekly content schedule below. Make this realistic and achievable so that you can stick to it consistently.

**MONDAY:**

**FRIDAY:**

**TUESDAY:**

**SATURDAY**

**WEDNESDAY:**

**SUNDAY:**

**THURSDAY:**

**NOTES:**

# 30 CONTENT IDEAS

**Take your 3 brand pillars** and your sub-topics and come up with 10 specific content ideas for each pillar below.

- ➡ What questions could you answer?
- ➡ What tips could you give?
- ➡ What fun memes, gifs or Tweets could you share?
- ➡ What photos or videos could you post?

	PILLAR 1	PILLAR 2	PILLAR 3
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			

**You now have content figured out for the next 30 days!**

Now schedule in some time to batch-create this content and you'll be all set!



# BRAINSTORM

Use this space to brainstorm your content ideas:

# IDEA BANK

Use this page to store any more ideas that come to mind for content you could create in future:

## # HASHTAGS

Make a list of the top hashtags relevant to your account that will help your audience to find your content.

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# POST PLANNER

**POSTING DATE:**

**BRAND PILLAR**

**POST TYPE**

**PLATFORM**

**POSTING TIME**

**CONTENT / PHOTO / GRAPHIC / VIDEO**

**CAPTION**

**HASHTAGS**



*Tip*

When creating your specific content ideas that fit under each of your **content pillars** consider how you can cover the following three key categories of content:

## ***1. Value Adding***

Educational, answering FAQ's and helpful information that gives value to your audience.

## ***2. Connection based***

Storytelling, sharing your business values, a look behind the scenes in your business etc. This is how your audience will connect with the brand.

## ***3. Promotional***

Testimonials, reviews, social proof and anything that relates to promoting your product or service either directly or indirectly.