

# Blog

FOCUS (content/theme)

DRIVER(S)

1. \_\_\_\_\_
2. \_\_\_\_\_

W F M

*plan for a week, fortnight or month*

POST IDEAS

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*tick best ideas to do*

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BIZ OUTCOME

# Facebook

FOCUS (content/theme)

DRIVER(S)

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W F M

POST IDEAS

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BIZ OUTCOME

*biz goal to work towards: converting leads, gaining more engagement, promoting a product, etc.*

# Emails

FOCUS (content/theme)

DRIVER(S)

1. \_\_\_\_\_
2. \_\_\_\_\_

W F M

POST IDEAS

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*who do I need to engage?*

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*What's my next action?*

BIZ OUTCOME

FOCUS (content/theme)

DRIVER(S)

1. \_\_\_\_\_
2. \_\_\_\_\_

W F M

POST IDEAS

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BIZ OUTCOME

FOCUS (content/theme)

DRIVER(S)

1. \_\_\_\_\_
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W F M

*Am I working on a theme or series for my content?*

POST IDEAS

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BIZ OUTCOME

FOCUS (content/theme)

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W F M

POST IDEAS

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BIZ OUTCOME

Print → Plan → Do → REPEAT

# Social Media Publishing Planner

MONTH

BUSINESS  
Or major marketing focus?

| PLATFORM  | I plan to publish this often  | FREQUENCY                            | PLANNED <input type="checkbox"/> DONE IT! <input checked="" type="checkbox"/> |                          |                          |                          |                          |                          |                          |
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| BLOG      | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| FACEBOOK  | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| EMAIL     | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| PINTEREST | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| INSTAGRAM | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| YOUTUBE   | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| GOOGLE+   | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| TWITTER   | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| OTHER     | <input type="checkbox"/> DAILY<br><input type="checkbox"/> WEEKLY<br><input type="checkbox"/> FORTNIGHTLY<br><input type="checkbox"/> MONTHLY | WEEK 1<br>WEEK 2<br>WEEK 3<br>WEEK 4 | <input type="checkbox"/>  | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Plan your posting months

MONTH

BUSINESS

| PLATFORM  | plan two months or for two businesses   | FREQUENCY                            | PLANNED <input type="checkbox"/> DONE IT! <input checked="" type="checkbox"/> |                          |                          |                          |                          |                          |                          |
|-----------|---|--------------------------------------|---|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
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take out the daily headache Plan it!

note successful tactics