

Business Overview

BUSINESS DETAILS

Business Name

Phone

Email

Website

Business Address :

SOCIAL MEDIA HANDLES



COMPETITION

ABOUT

TARGET AUDIENCE

Gender

Age Range

Marital Status

Children

Yes  No

Location

Income

Interest

Monthly Content Planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
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GOALS

NOTES

Weekly Content Planner

This Month's Topic Ideas

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Finalized Content Titles:

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List Of Contents

core topic posts

frequency

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- Daily
- Weekly
- Monthly
-

lifestyle posts

frequency

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-
-
-

- Daily
- Weekly
- Monthly
-

specific posts

frequency

-
-
-
-

- Daily
- Weekly
- Monthly
-

My Year Goals

YEAR:

YEAR GOALS

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

MONTH BY MONTH

JAN	FEB	MAR
APR	MAY	JUN
JUL	AUG	SEP
OCT	NOV	DEC

Notes

Monthly Goal Tracker

MY GOAL:

YEAR:

MON

TUE

WED

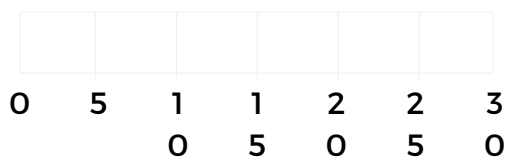
THU

FRI

SAT

SUN

PROGRESS TRACKER



REWARDS

- _____
- _____
- _____

Social Media Posts Planner

Post Information

Post Title:

Topic: Purpose:

Caption:

Hashtags:

Call to Action:

Checklist

Design

Caption

Scheduled

Posted

Notes:

30 days social media content challenge -example

Business Introduction	Team Introduction	Personal Insight	Product Promotion	Story Behind the Brand
Quick Tip	Customers Testimonials	Create a Poll	Motivational Post	Fun Facts
Question & Answer	Virtual Events	Curated Content	Blog Post	Educational Post
Helpful Tip	Behind the Scenes	Share Newsletter	Promote Newsletter	Free Shout-out
Share a Tutorial	Product Promotion	Career Throwback	Offer a Freebie	Engaging Post
Inspirational Quote	Business Tips	Exclusive Promotion	Customer of the Month	Thank You Followers

30 days social media content challenge



Password Tracker

 Website -	
 Username -	 Notes -
 Password -	
 Website -	
 Username -	 Notes -
 Password -	
 Website -	
 Username -	 Notes -
 Password -	
 Website -	
 Username -	 Notes -
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 Username -	 Notes -
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Instagram Engagement Tracker

Date :

		WEEK				
		1	2	3	4	5
AUDIENCE	Total # of Followers					
	Followers Growth					
PISTS	# Of Posts Published					
	Total Likes					
	Total Comments					
	Total Saves					
	Total Shares					
DISCOVERY	Reach					
	Impressions					
INTERACTIONS	Profile Visits					
	Website Clicks					
	Emails					

Follower Tracker



Posting Schedule



Best Day To Post -

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Best Times To Post -

8 am 12 pm 2 pm 5 pm 8 pm



Best Day To Post -

MO TU WE TH FR SA SU

Best Times To Post -

8 am 12 pm 2 pm 5 pm 8 pm



Best Day To Post -

MO TU WE TH FR SA SU

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8 am 12 pm 2 pm 5 pm 8 pm



Best Day To Post -

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Best Times To Post -

8 am 12 pm 2 pm 5 pm 8 pm

Social Media Audit

CURRENT PLATFORM USED :

RESULT FROM THE CURRENT PLATFORM :

Likes

Shares

Comments

Views

NEW PLATFORMS TO TRY :

REASONS :

WHAT CHANGES DO YOU NEED?

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ENGAGEMENT ANALYZATION :

Monthly Evaluation

Strenght

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Weakness

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Opportunity

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Treat

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Notes