

My Pocket Social Media Planner

Before you start using social media as a business tool, you need a plan.

Fill in your answers to the questions on the next page and use that information to target your efforts.

Want to work with me to grow your reputation and career? Shoot me a note at HiHolly@askholly.net.



1. What Are My Goals? (Branding, thought leader, promotion, etc.)

2. How Do I Want To Be Perceived? (Personality, opinions, expertise, etc.)

3. Who Is My Audience? (Manager, customers, influencers, media, etc.)

4. What Are My Tools? (Graphical, automation, camera, microphone, etc.)

5. How Often Will I Post? (Daily, weekly, monthly, etc.)

6. Where Will My Content Come From? (Me, influencers, media, partners, etc.)

7. What Social Media Channel Will I Use? (LinkedIn, Twitter, Facebook, etc.)

8. Who Will I Tell About My Posts? (Manager, media, peers, etc.)