



**THE
ESSENTIAL
SOCIAL
MEDIA**

PLANNER

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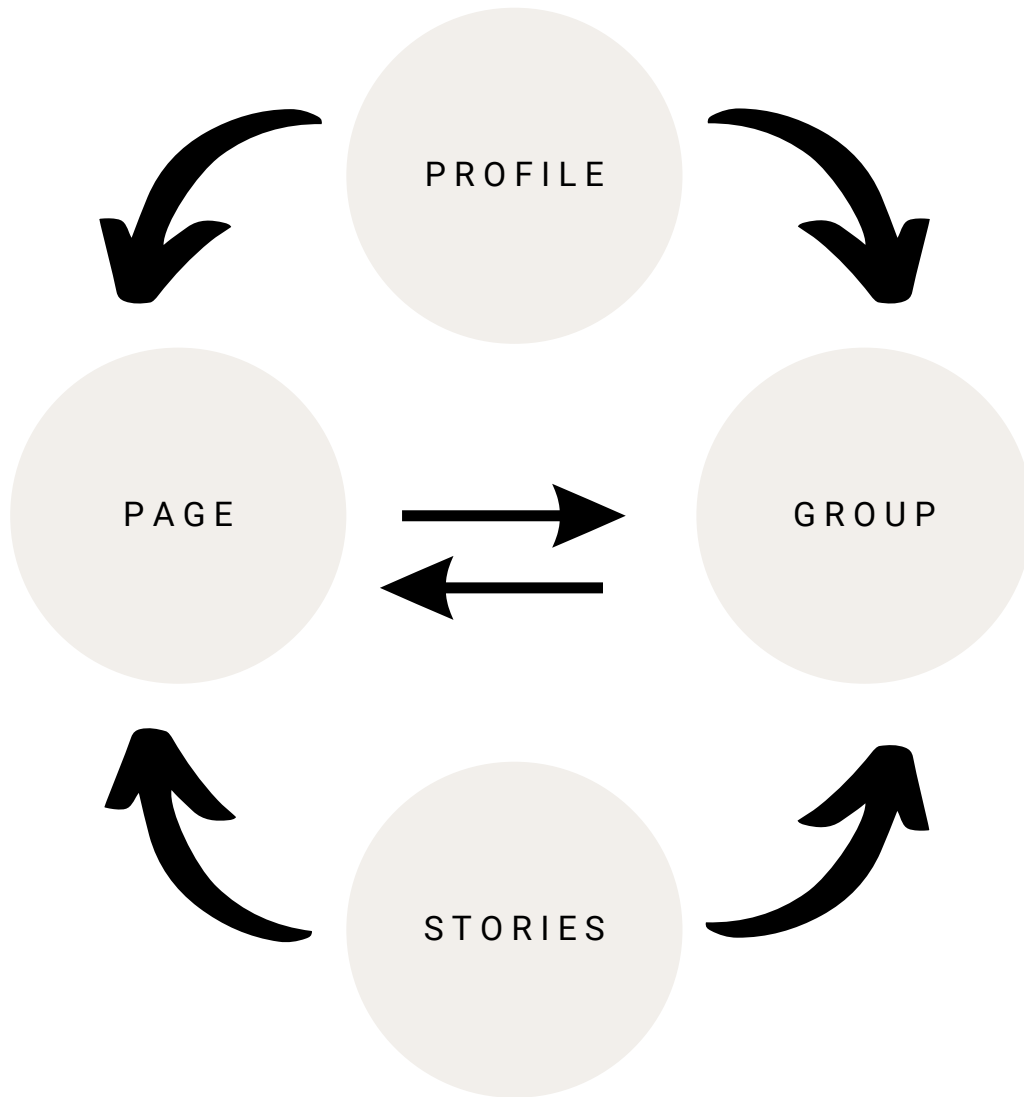
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A dark, moody photograph of a laptop on a table. The laptop is open, and the keyboard and trackpad are visible. The text 'FACEBOOK PLANNING SECTION' is overlaid in large, white, bold, sans-serif font. The background is a dark, textured wall.

FACEBOOK PLANNING

SECTION

ECOSYSTEM



Do you have links to your page or group on your profile?

Do you have a website?

Is your group and page are linked to each other?

Have you a FB pixel setup on your website?

AUDIENCE

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

COMPETITORS

Competitor Name:	
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Date or Time posted:
Engagement details:	Notes:

Competitor Name:	
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Date or Time posted:
Engagement details:	Notes:

SOFTWARE

YOUR LIVE VIDEOS

- LED Ring Light with tripod
- Webcam
- USB Microphone
- BeLive.TV or Ecamm

FOR TALKING HEAD OR TUTORIAL:

- LED Ring Light with tripod
- Video Lighting Kit
- Teleprompter
- DSLR Camera
- Digital Monitor
- Tripod
- Filmora / Camtasia / / DaVinci Resolve 16 / AVS4You (or any other)
- Transcripts - Rev.com or Temi.com

NOTES

SCHEDULE

POST TYPE:

CAPTION:

CTA:

HASHTAGS:

PUBLISH DATE & TIME:

RESULTS:



THINGS TO DO:

- | | |
|----|-----|
| 1. | 6. |
| 2. | 7. |
| 3. | 8. |
| 4. | 9. |
| 5. | 10. |

NEXT STEPS:

CHECKLIST



Post Designing



Scheduled



Engage

CONTENT SCHEDULE

DAYS	GRAPHIC CONTENT	POST TYPE	CAPTION	POST TIME
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

DATES:

POSTING FREQUENCY

STRATEGY

NOTES

CONTENT SCHEDULE

THIS MONTH I COMMIT:

POST IN:	NO. OF POSTS:
FACEBOOK PAGE	
FACEBOOK GROUP	
FACEBOOK STORIES	
FACEBOOK LIVE	
FACEBOOK ADS	

LAST MONTH RESULTS:

BEST ENGAGED:

WORST ENGAGED:

ADDITIONAL NOTES

MONTH

YEAR:

JAN

FEB

MAR

APR

MAY

MAR

JUL

AUG

SEP

OCT

NOV

DEC

AUDIENCE

GENDER:

AGE:

OCCUPATION:

LIFESTYLE

Are they married, engaged, or single? Are they yogis or runners? Are they early risers or night owls? Think about what their day to day lives consist of when they aren't at work.

INTERESTS

What do they research online? Who do they follow on social media? Establish what your target client is most interested in and passionate about. You might find some similarities between your target client and yourself here.

STRUGGLES

Think about the problems your ideal client/customer/reader encounter in their daily lives. What are they afraid of? What are they desperately wishing they had? Do they struggle with their weight? Dealing with their militant boss? Do they dream of travelling, but don't know how to make it happen? Think about the problems before you provide a solution.

PAGE

**PROFILE
500 X 500 PX**

BANNER 1900 X 1000 PX - PNG FILE:
Allows readers to quickly identify what your page is about. The image should allow the reader to connect to the page, not you as the page owner.

PAGE NAME

2 out of the 3 dark areas should tell your reader exactly what your page is about.

Your "bumper sticker" or your message should be clear throughout your page.

Based on the layout, it's clear Facebook loves video and photo to generate engagement.

Limit links to 25% of your content.

VISITOR POST

Facebook loves when your readers interact.

PINNED POST

If a reader likes your page, this is the first content they will see.

SINGLE POST

VIDEO CONTENT

PHOTO CONTENT

LINKED GROUP INFORMATION

POSTS

STICKER

Your Page Bumper Sticker is a message intended to be attached to a banner so your page instantly communicates what your page is about or what services you offer.

HI, I'M ...

AND I HELP PEOPLE ...

EVEN IF THEY ...

HI, I'M ...

AND I HELP PEOPLE ...

EVEN IF THEY ...

HI, I'M ...

AND I HELP PEOPLE ...

EVEN IF THEY ...

AUDIT

HAVE YOU HIT YOUR "BUMPER STICKER"?

- Page name instantly communicates what your page is about
- Cover and profile graphics show the topic of your page
- Content focused on your reader not on you or your product. (spoiler alert - it should be about your reader!)

IS YOUR PAGE MOBILE FRIENDLY?

- Cover image is clear so your readers know what your page is about
- Few to no words on your cover image
- Text does not fall off the sides on mobile
- There is no overlapping text on mobile
- Page name short and sweet - Easy to read
- Your page passes the "blink test" (blink & you know what it means)

PAGE METRICS

- More or equal page follows than likes
- Pages liked by your page are in your niche
- Posting consistently and regularly
- You get engagement levels that are competitive in your niche
- You reach at double the number of people that like your page, as a page

HOW'S YOUR CONTENT?

- Posts use language the way your reader speaks
- Posts have short descriptions (no long paragraphs or blocks of text)
- Link update posts are no more than 25% of posts
- Sharing relevant viral content (not just your own)
- You are posting a variety of content (photos, videos, status updates).

OPTIMIZATION



Use Facebook's Scheduler



Rarely (or Never) link to a competitor of Facebook (ex: Youtube, Pinterest, etc.)



At least one-third of your posts keep traffic on Facebook until your page is established



Niche search term in each description posted to Facebook



Limit the wording to under 20% per image



Check your website speed and bounce rate - for all external links you post. Make sure readers are staying for 30 seconds.



Use redirects (ex: bit.ly) sparingly (or never)



Upload Photos and/or Videos onto your page regularly



Are you posting a minimum 2 times a day?



As your page, do you like other pages in your niche?

FACEBOOK LIVE

DATE:

TOPIC / THEME:

BEFORE YOU GO LIVE

- Promote Your FB Live Graphic
- Send email to invite to your live
- Create announcement on your fb page/group

DURING LIVE BROADCAST

- Welcome
- State Your Topic
- Ask a question that activates pain points
- Call out people
- Tell them you will solve their problem
- Share a story about how you struggled the same
- Deliver your content / mention freebie / paid offer
- Give a call to action to get freebie / paid offer

PROMOTION

BEFORE YOU GO LIVE

- Create Facebook Event
- Share Event to Business Page
- Add Event to Website or Blog
- Share Event in Email
- Share Event on Other Social Media Platforms
- Create Status Update Featuring Event

AFTER YOU GO LIVE

- Send replay reminder to your email list
- Write a blog post about the topic of your live video
- Pin an image that points out to your video
- Share Event on Other Social Media Platforms
- Create Status Update Featuring Event

GROUPS

FACEBOOK GROUPS	M	T	W	T	F	S	S
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							

POST PLANNER

WEEK:

THEME:

DAY	COPY	IMAGES EDITED	CALL TO ACTION	URL
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

WEEK:

THEME:

DAY	COPY	IMAGES EDITED	CALL TO ACTION	URL
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				
Saturday				
Sunday				

NOTES

FACEBOOK GROUP

SETUP CHECKLIST

- Have a focus for your group!
- Keep the name short and easy to understand.
- Use screening questions and don't be afraid to decline people who don't fit your group.
- Establish clear rules and enforce them.
- Use your pinned post as a table of contents to hold links to group rules, important threads and videos.

WAYS TO PROMOTE YOUR GROUP

- Use your email list
- In Facebook lives
- Write a blog post
- Pin an image on Pinterest that points to your group
- Post about it on your page
- Share on your opt-in thank you page
- Register a domain name and point it to your group

WAYS TO GET YOUR GROUP TALKING

- Use quick questions that are easy to answer while typing on mobile
- Do a group challenge (and encourage them to sign up for your email list or chatbot at the same time)
- Ask for their advice
- Thank people publicly for their contributions to the group
- Help them feel good about the work that they are doing

GROUP ADMIN

1. PICK A CATCHY & KEYWORD RICH FB GROUP NAME

Make sure your ideal target audience and customers can find you! Pick a great name that will easily be indexed by Facebook and one that will be eye catching to the audience you want to attract!



2. DESIGN A COVER IMAGE AND SET RULES

You'll want to make sure the basics are setup before people start joining your group! Set the rules and design your cover picture!



3. OPTIMIZE YOUR WEBSITE

People need some way to find your group at first. Add a link to your Facebook group throughout your blog posts, and even throughout your site design.



4. ADVERTISE YOUR GROUP ON SOCIAL

Get social! Create images to advertise your group on various social media platforms.



5. ENCOURAGE GROUP ENGAGEMENT

- React to a post;
- Share a post;
- Comment on a post.



ADS TRACKER

BUSINESS NAME:

GOALS:

BUDGET:

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

Boosted Post:				Date:	
Targeting		Results		Reach	
Age		People reached		Organic	
Location		Engagement		Paid	
Interests		Clicks		Budget	

GIVEAWAY

MONTH:

START DATE:

END DATE:

TOTAL ENTRIES:

WAYS OF ENTRY:

WINNER 1:

EMAIL:

WINNER 2:

EMAIL:

WINNER 3:

EMAIL:

CONTACTED:

DATE ITEM SENT:

NOTES:

FOLLOWERS

PAGE LIKES

GROUP MEMBERS

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

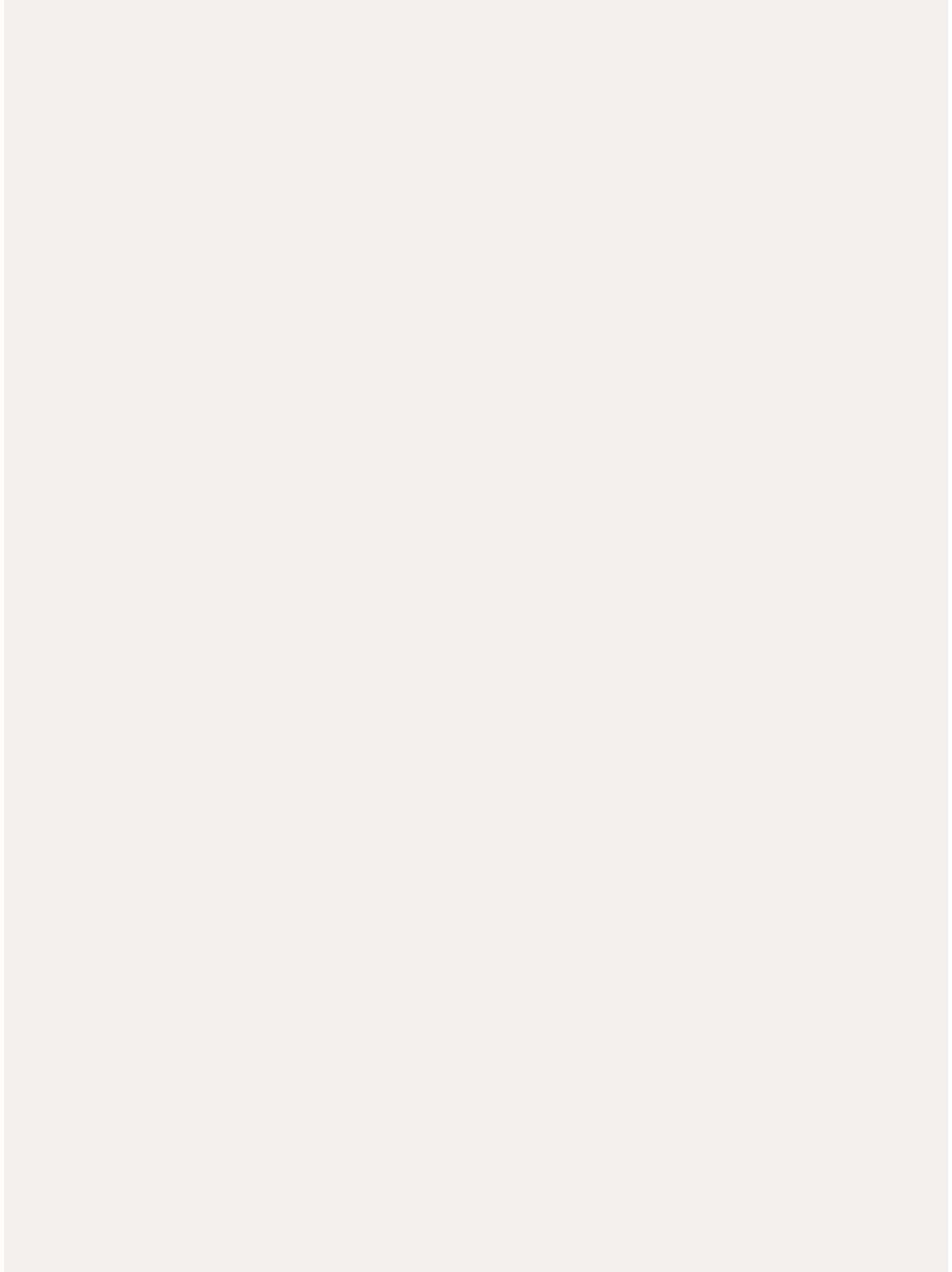
SEPTEMBER

OCTOBER

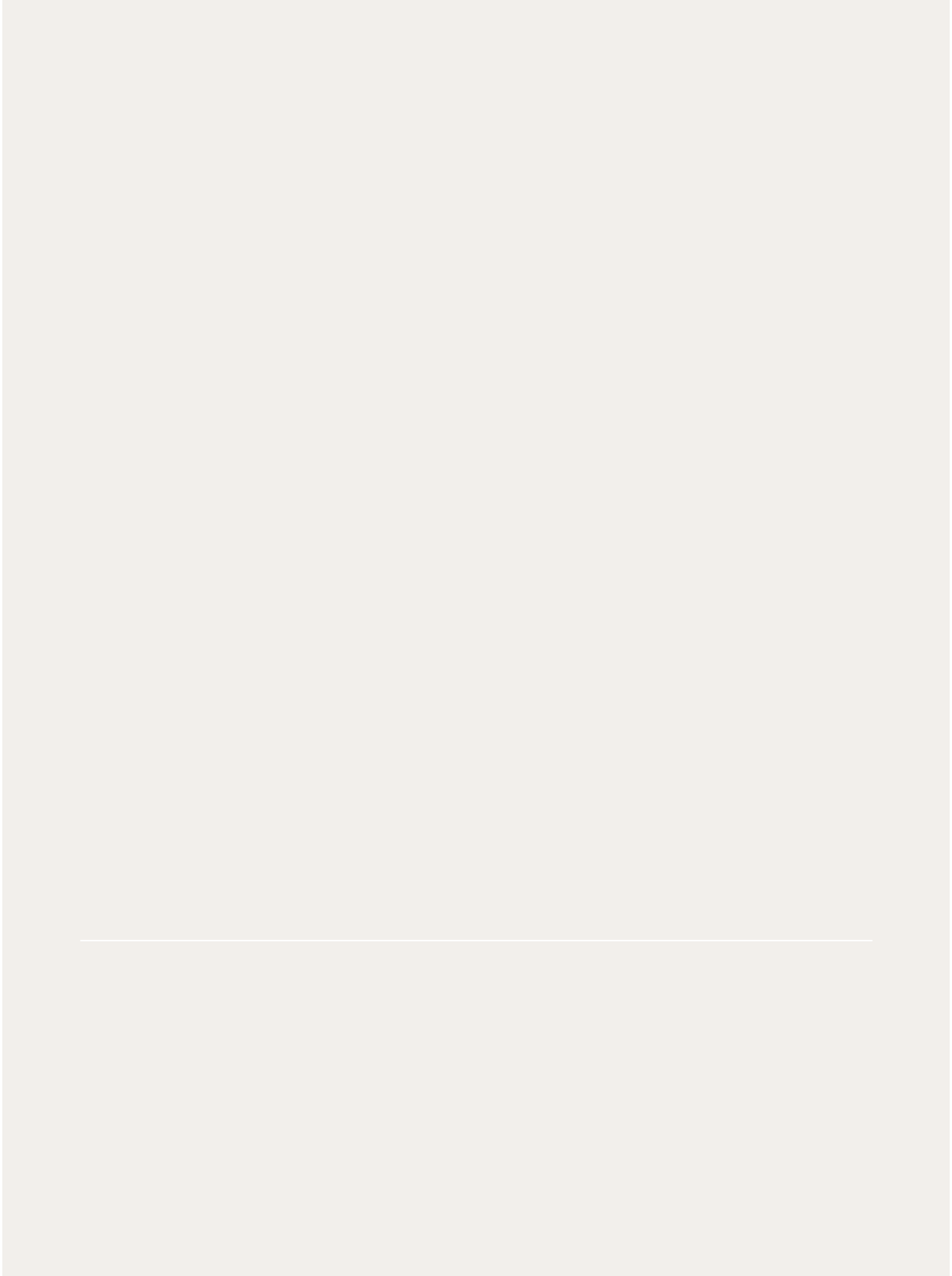
NOVEMBER

DECEMBER

NOTES



NOTES





INSTAGRAM PLANNING

SECTION

ACCOUNT



Profile Photo

Posts

Followers

Following

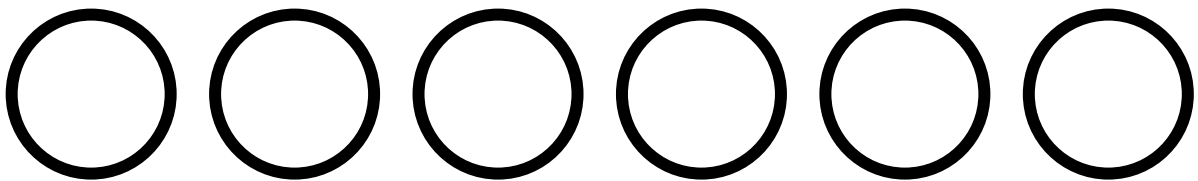
Description

NAME: _____

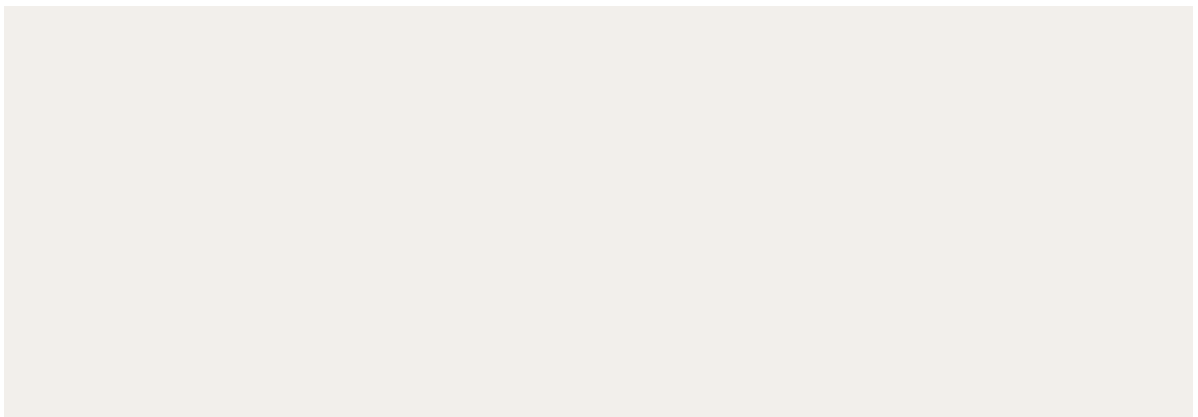
WEBSITE: _____

CATEGORY: _____

Highlights



Main Hashtags



ANALYSIS

Spend some time analyzing your followers. Who are they?

TOTAL FOLLOWERS =

FAMILY

FRIENDS

CLIENTS

TARGET AUDIENCE

NON LOCAL FOLLOWERS

LOCAL FOLLOWERS

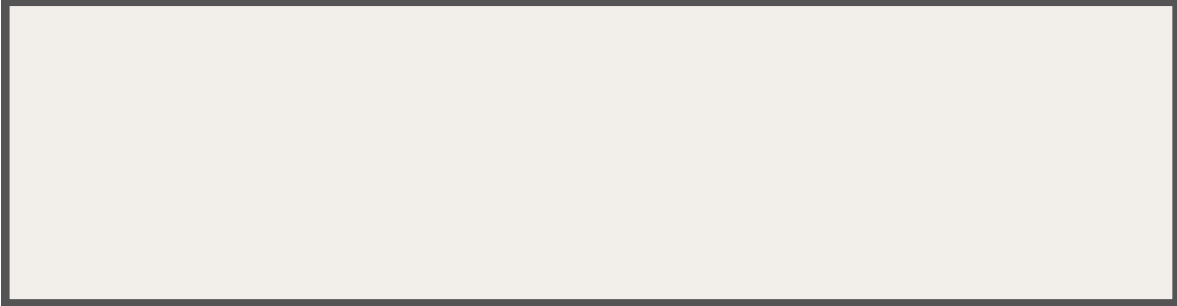
TOTAL # OF CLIENTS FROM
INSTAGRAM TO DATE =

PROFILE

When writing your bio remember it's not about you.
You need to convey how you can help THEM (your visitors).

Your Niche

Do you have a special niche in the market?



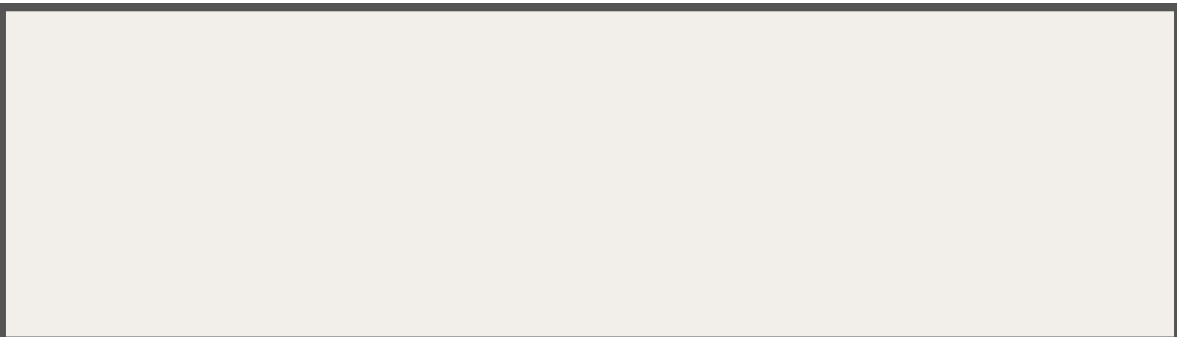
Your Differentiation

Why are you different than your competitors?



Emojis

What emojis represent you best?



FOLLOWERS ANALYSIS

Spend some time analyzing your followers.
Who are they?

TOTAL FOLLOWERS =

FAMILY & FRIENDS =

CLIENTS =

POTENTIAL CLIENTS =

NOTES

HOW YOU WANT YOUR PROFILE TO LOOK

@yourusername



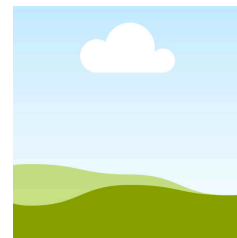
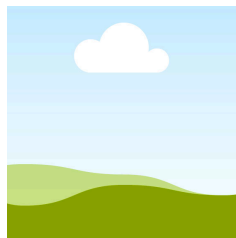
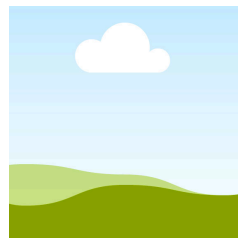
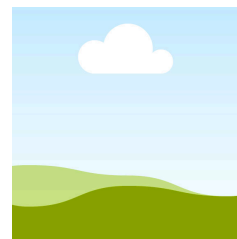
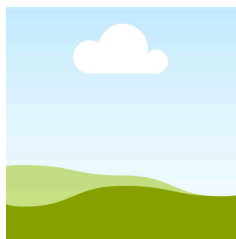
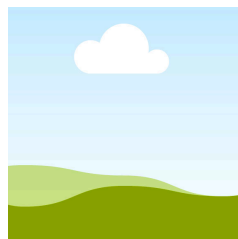
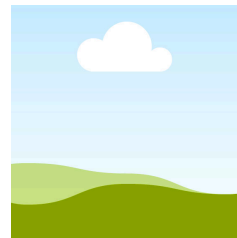
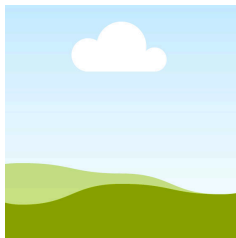
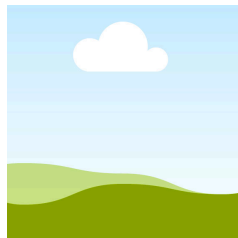
90
Posts

12.3k
Followers

90
Following

Your Name | Your Niche

[yourbusinesslink.com](#)



AUDIENCE

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

Content:	
Target Audience:	

TYPES OF POSTS















1.	4.
2.	5.
3.	6.

COMPETITORS

Content:	
Image Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Notes:
Engagement details:	

Content:	
Image Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Notes:
Engagement details:	

FAVORITE IG

	@
	@
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	@
	@

STRATEGY

I can commit to posting: _____ times a day.

MAIN HASHTAGS

List 10 hashtags that are specific and descriptive of your business

GAINING FOLLOWERS

I can commit to interacting with my audience on a:

Daily basis

Weekly basis

Bi- Weekly basis

HASHTAGS

Hashtag Group Name:

Hashtag Group Name:

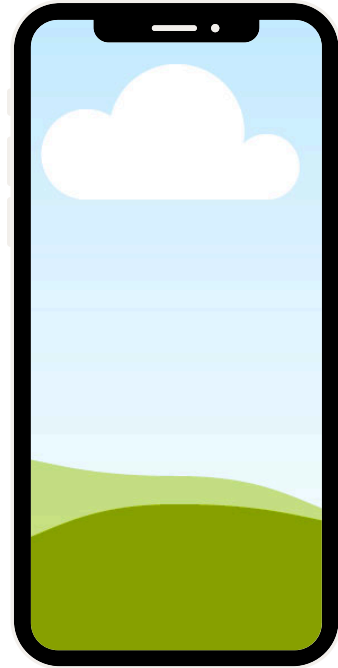
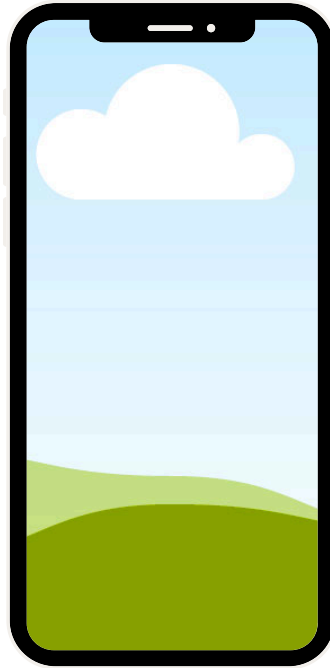
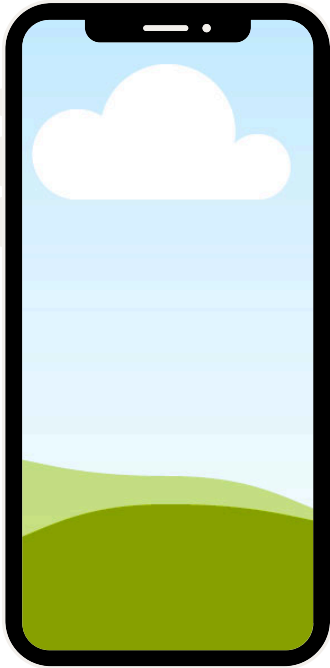
Hashtag Group Name:

IG GOALS

QUARTERLY GOAL 1:	
QUARTERLY GOAL 2:	
QUARTERLY GOAL 3:	
QUARTERLY GOAL 4:	

MONTH	1ST WEEK	2ND WEEK	3RD WEEK	4TH WEEK
JAN				
FEB				
MAR				
APR				
MAY				
JUN				
JUL				
AUG				
SEP				
OCT				
NOV				
DEC				

STORIES



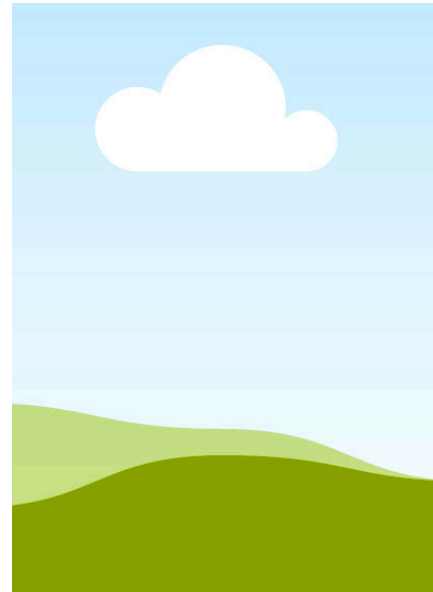
Stories	Description
Content	
Link	
Hashtags	

CHECKLIST

Text Videos /images Scheduled Published

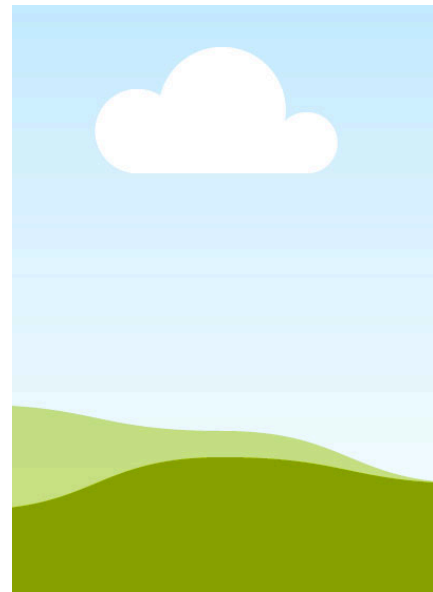
IG POST

POST TYPE:
CAPTION:
CTA:
HASHTAGS:
PUBLISH DATE & TIME:
RESULTS:



CHECKLIST		
<input type="checkbox"/> Image Editing	<input type="checkbox"/> Scheduled	<input type="checkbox"/> Engage

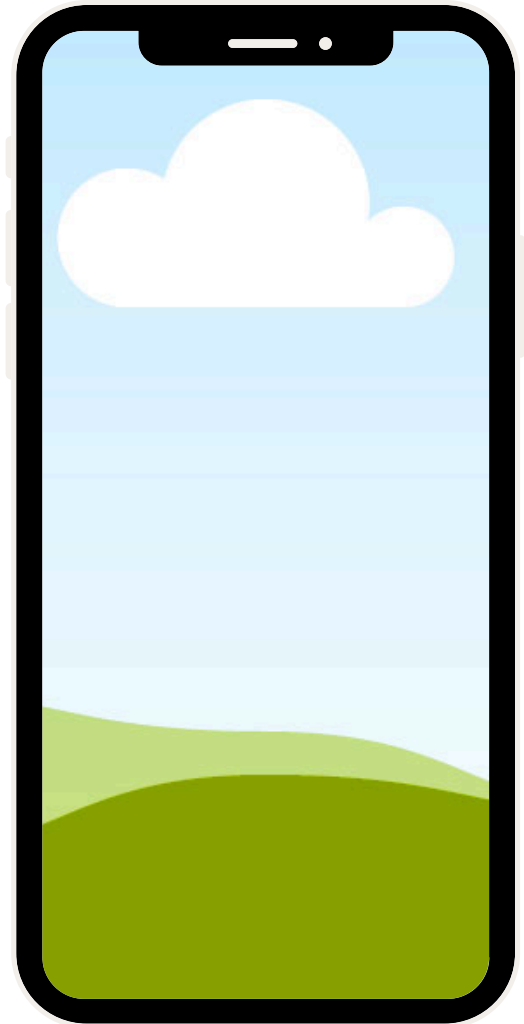
POST TYPE:
CAPTION:
CTA:
HASHTAGS:
PUBLISH DATE & TIME:
RESULTS:



CHECKLIST		
<input type="checkbox"/> Image Editing	<input type="checkbox"/> Scheduled	<input type="checkbox"/> Engage

INSTAGRAM IGTV

VIDEO TITLE:
VIDEO DESCRIPTION:
CONTENT (DURATION, ACTION, AUDIO):
ADDITIONAL IMPORTANT THINGS



CHECKLIST							
<input type="checkbox"/>	Strong Headline	<input type="checkbox"/>	Hashtags Added	<input type="checkbox"/>	Call to action	<input type="checkbox"/>	Link

CONTENT SCHEDULE

DAYS	GRAPHIC CONTENT	POST TYPE	CAPTION	POST TIME
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

DAYS	GRAPHIC CONTENT	POST TYPE	CAPTION	POST TIME
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

MONTHLY

Month

	MON	TUE	WED	THU	FRI	SAT	SUN
WEEK 1	1	2	3	4	5	6	7
WEEK 2	8	9	10	11	12	13	14
WEEK 3	15	16	17	18	19	20	15
WEEK 4	21	22	23	24	25	26	27
WEEK 5	28	29	30				

GROWTH TRACKER

Visit your Instagram insight section and click on number of profile visits in the last 7 days. Please note business account is required to view insight information.

NUMBER OF FOLLOWERS:

MONTH:		GOAL OF THE MONTH:
WEEK 1 Activity:	WEEK 3 Activity:	
WEEK 2 Activity:	WEEK 4 Activity:	
ACHIEVED?		

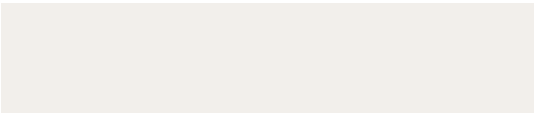
3 MOST SUCCESSFUL POST:			
TYPE OF POST:			
HASHTAG GROUP NAME:			
TIME TO POSTING:			

BEST DAYS OF THE WEEK						
<input type="radio"/> MON	<input type="radio"/> TUE	<input type="radio"/> WED	<input type="radio"/> THU	<input type="radio"/> FRI	<input type="radio"/> SAT	<input type="radio"/> SUN

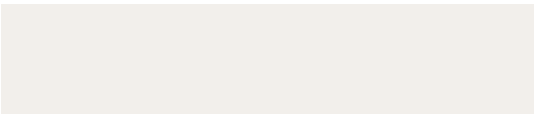
NOTES:

FOLLOWERS

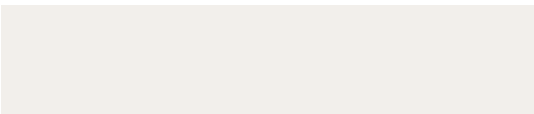
JANUARY



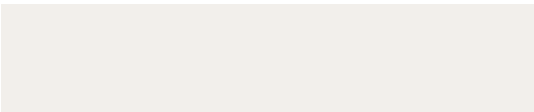
FEBRUARY



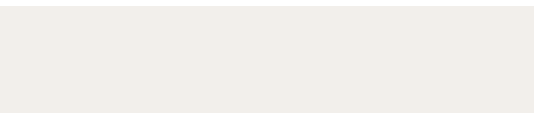
MARCH



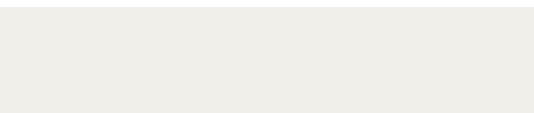
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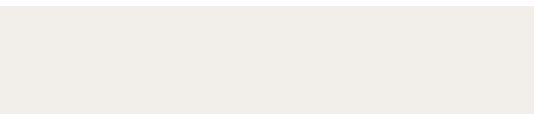
MAY



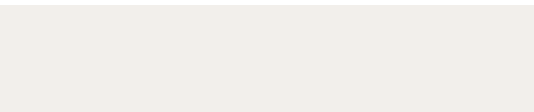
JUNE



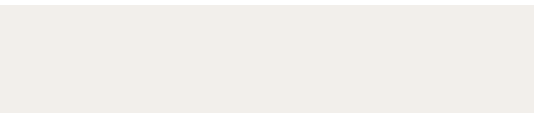
JULY



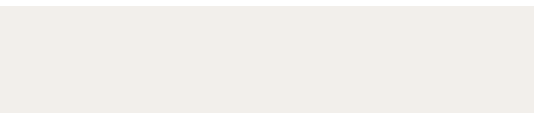
AUGUST



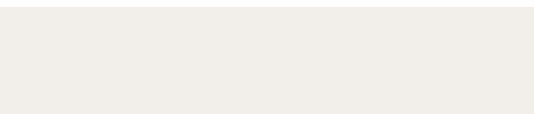
SEPTEMBER



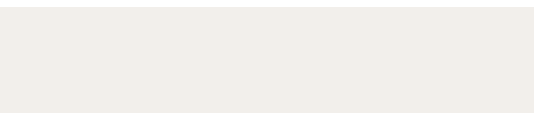
OCTOBER



NOVEMBER



DECEMBER



IN REVIEW

YEAR:

JANUARY

AIM:

START:

END:

FEBRUARY

AIM:

START:

END:

MARCH

AIM:

START:

END:

APRIL

AIM:

START:

END:

MAY

AIM:

START:

END:

JUNE

AIM:

START:

END:

JULY

AIM:

START:

END:

AUGUST

AIM:

START:

END:

SEPTEMBER

AIM:

START:

END:

OCTOBER

AIM:

START:

END:

NOVEMBER

AIM:

START:

END:

DECEMBER

AIM:

START:

END:

GIVEAWAY

Sponsor

Giveaway Product

Start Date

End Date

Giveaway Rules

Social Media Platform:



Announcement Date

Winner

Contact Details

Additional Notes

Address

Item Sent

Item Received

GIVEAWAY

CLEARLY SPECIFY WHAT SOMEONE NEEDS TO DO TO PARTICIPATE IN THE GIVEAWAY:

HOW MANY ENTRIES PER USER IS ALLOWED, SPECIFY IN THE GIVEAWAY ANNOUNCEMENT:

SET A START DATE:

SET A DEADLINE:

SET ELIGIBILITY CRITERIA (AGE GROUP, LOCATION ETC.)

WINNER

SET A PRICE TO MOTIVATE USERS TO PARTICIPATE:

SPECIFY DATE AND TIME WHEN YOU ANNOUCE A WINNER

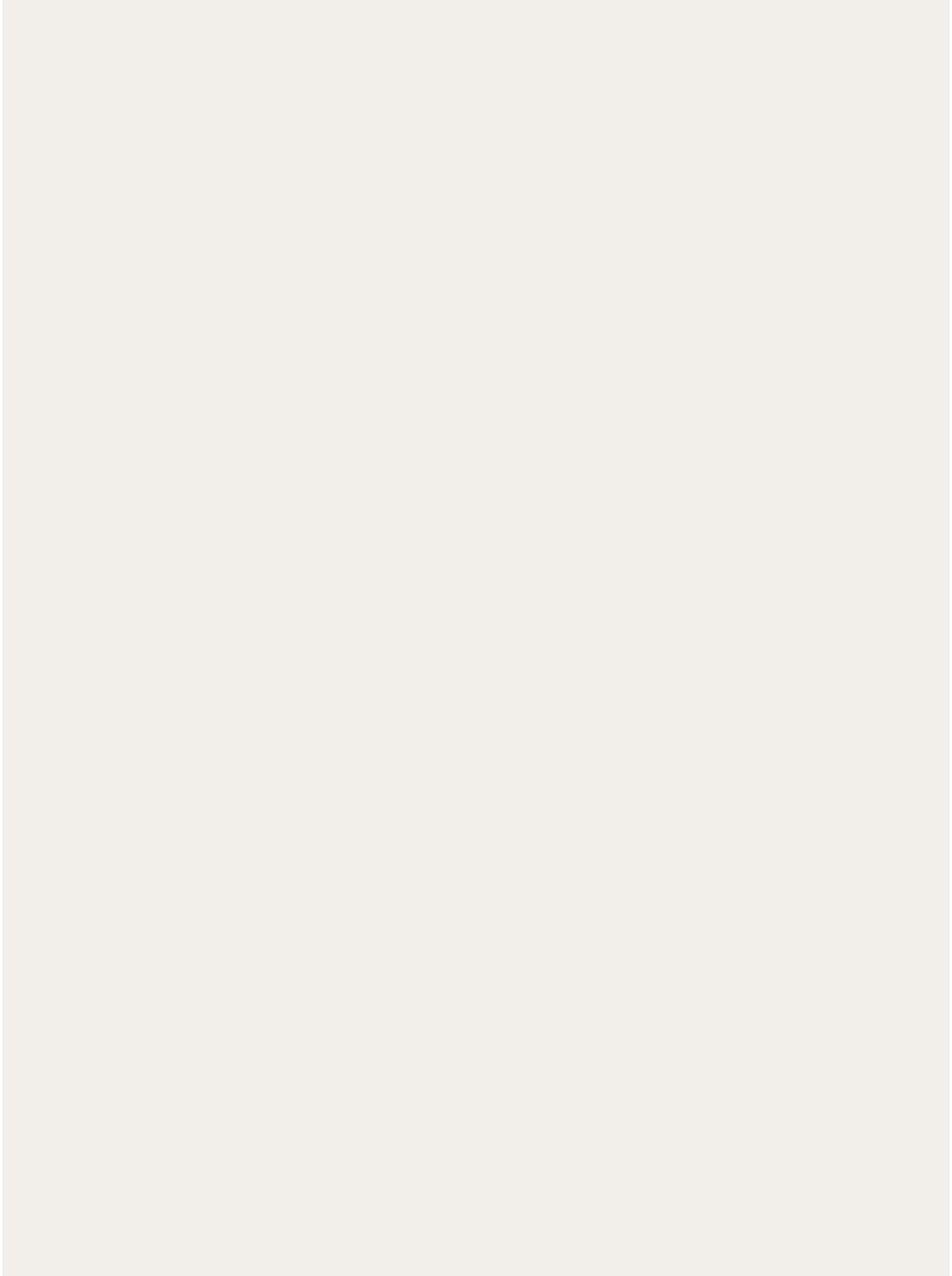
HOW WILL YOU ANNOUNCE THE WINNER?

- IG Live IG Story
- IG post Other

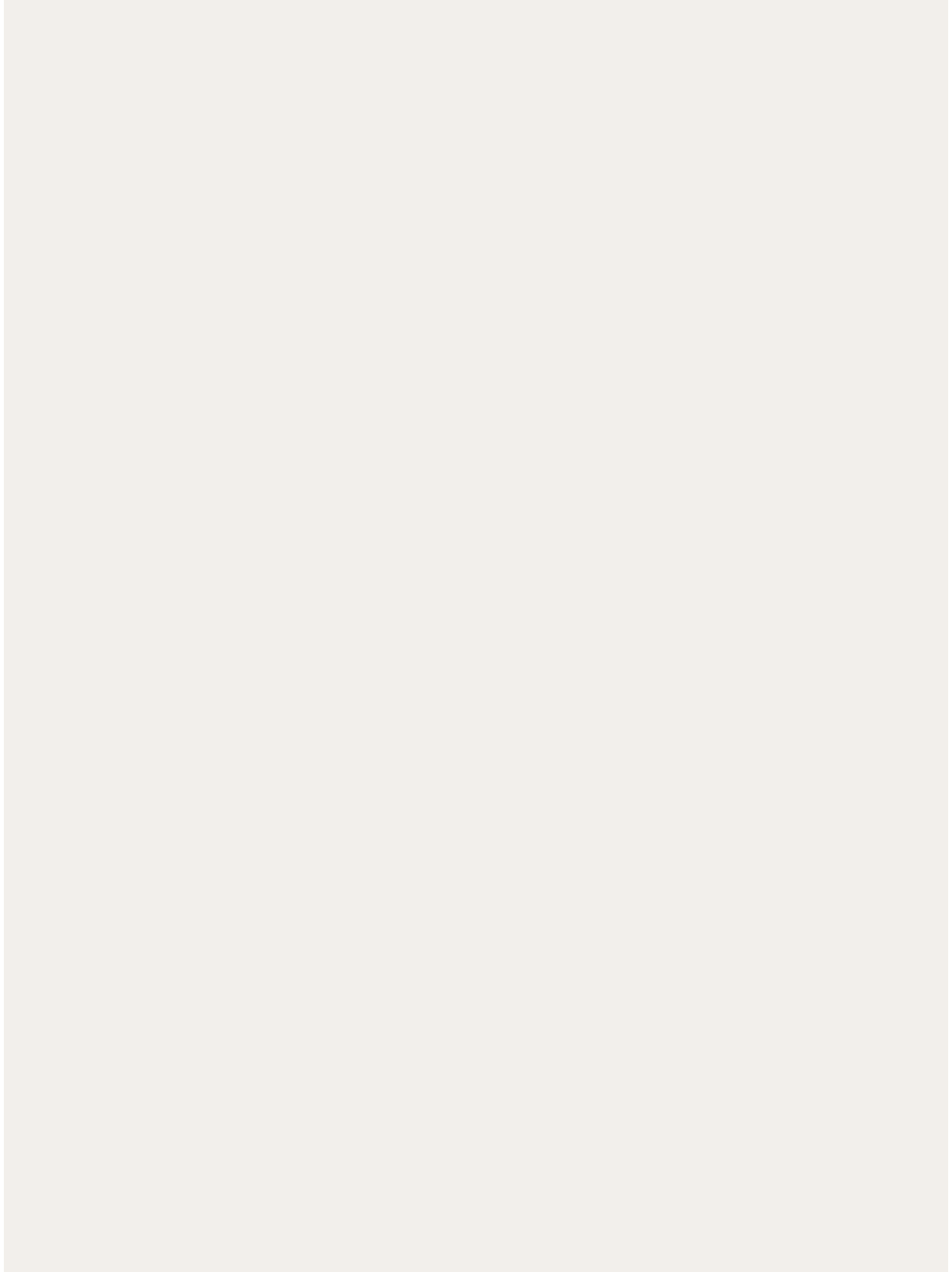
DO YOU HAVE ANY SPONSORS?

GIVEAWAY HASHTAG IDEAS:

NOTES



NOTES

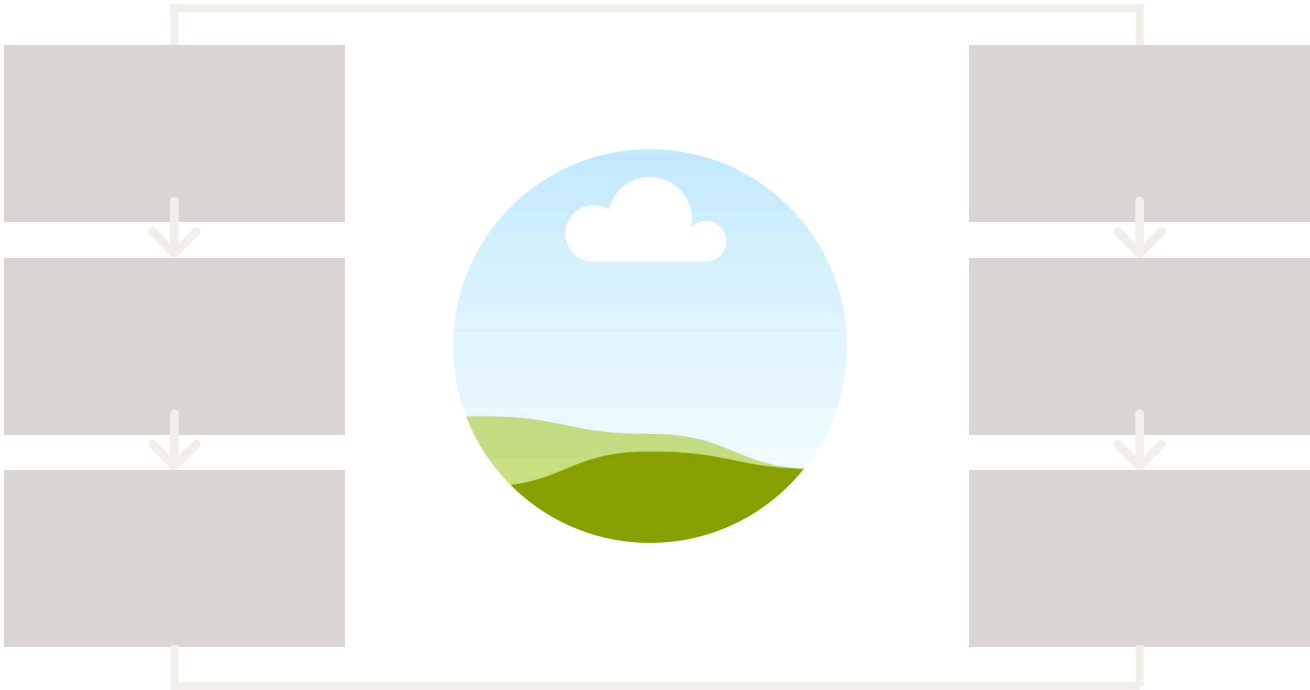




PINTEREST PLANNING

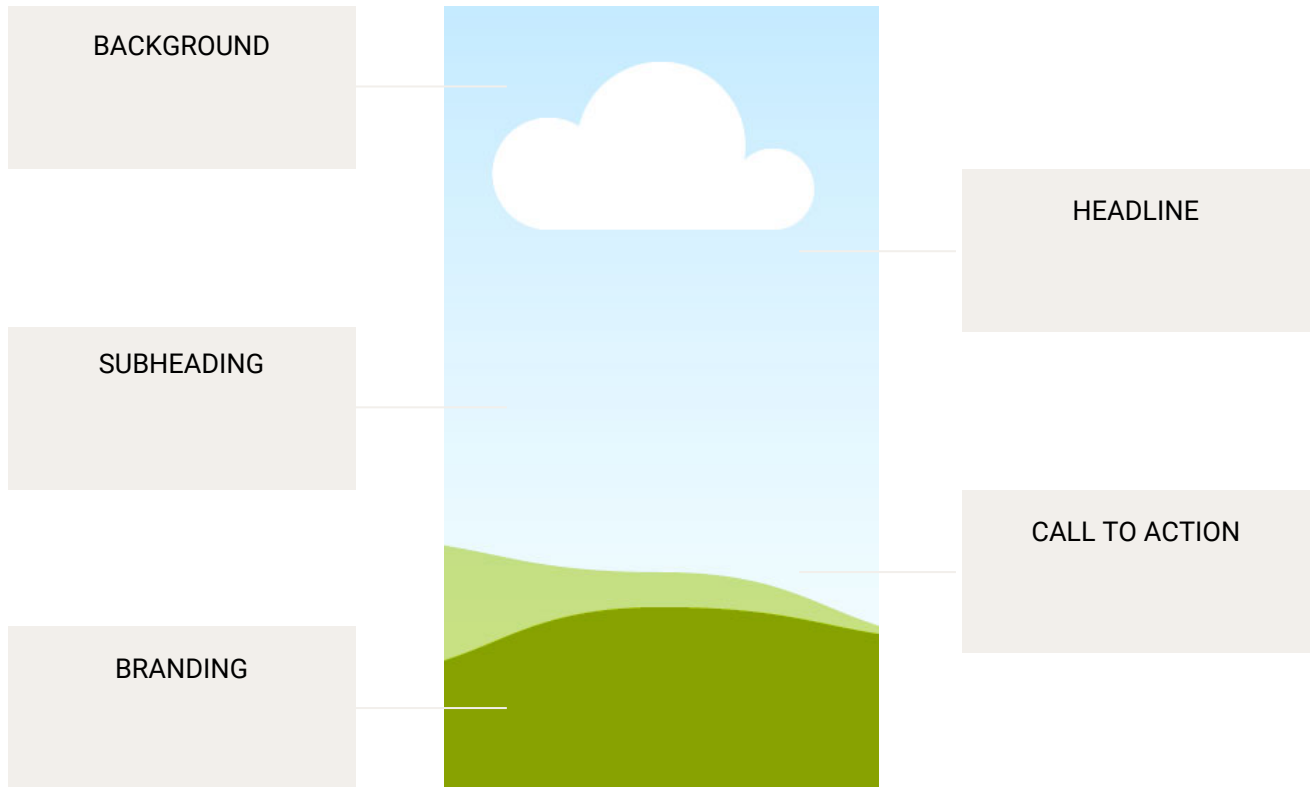
SECTION

PROFILE



BOARD 1	BOARD 2	BOARD 3
BOARD 4	BOARD 5	BOARD 6

PIN



URL _____

DESCRIPTION _____

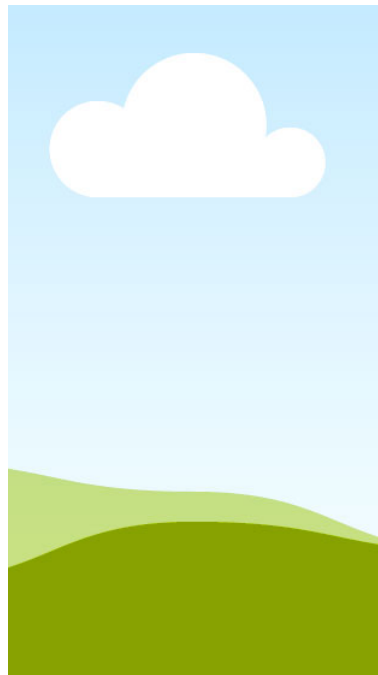
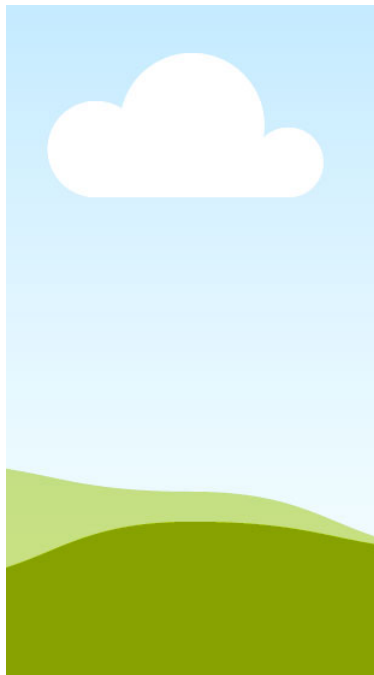
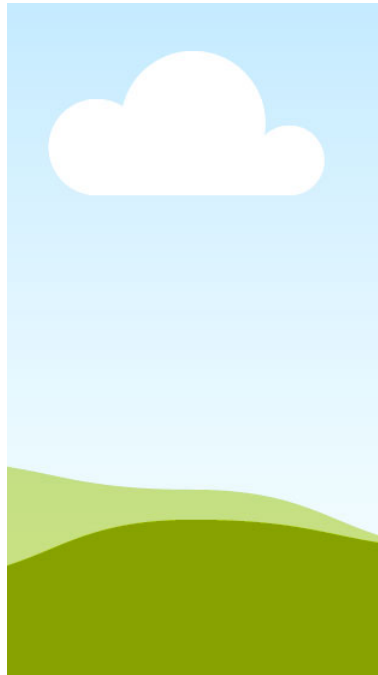
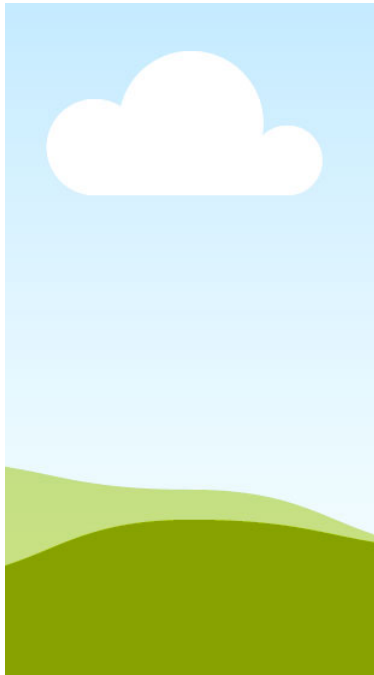
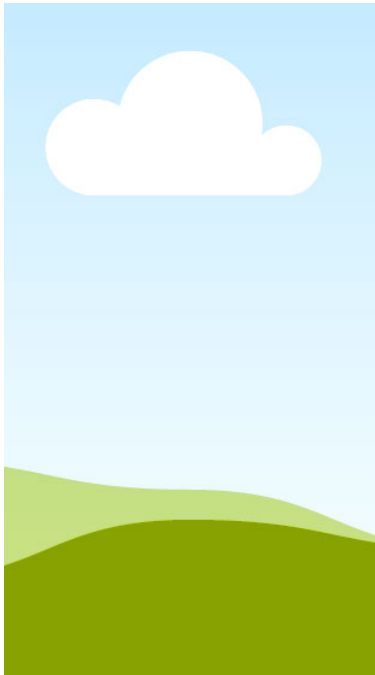
HASHTAGS

#	#	#
#	#	#
#	#	#

MULTI PIN

POST PRODUCT

NAME



SOLE BRAND

1

NAME

DESCRIPTION

2

NAME

DESCRIPTION

3

NAME

DESCRIPTION

4

NAME

DESCRIPTION

CUSTOMER

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

NAME _____

DESCRIPTION _____

PRODUCT

NAME

DESCRIPTION

NAME

DESCRIPTION

NAME

DESCRIPTION

NAME

DESCRIPTION

NAME

DESCRIPTION

GROUP

NAME

APPLIED

ACCEPTED

NAME

APPLIED

ACCEPTED

NAME

APPLIED

ACCEPTED

NAME

APPLIED

ACCEPTED

NAME

APPLIED

ACCEPTED

NAME

APPLIED

ACCEPTED

STATS

MONTH	PAGE VIEWS	FOLLOWERS	FOLLOWING
January			
February			
March			
April			
May			
Jun			
July			
Aigust			
September			
October			
November			
December			

SCHEDULE

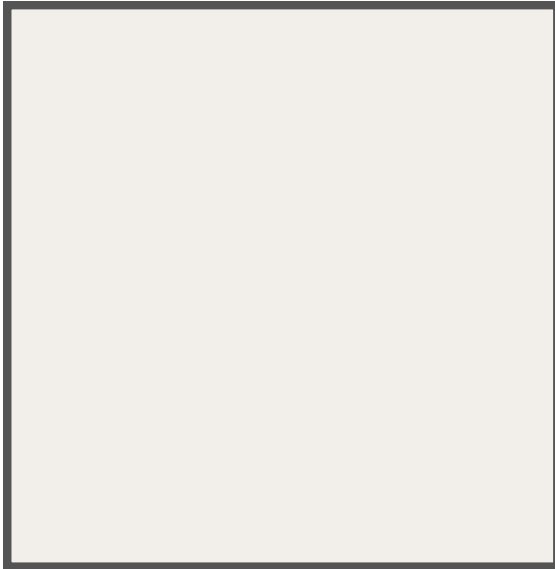
	TITLE	TYPE	POST TIME	LINK
MON				
TUE				
WED				
THU				
FRI				
SAT				
SUN				

GOALS

For this exercise, write out what your quarterly goals are for your content. Do you want to increase your traffic? Launch an email list? Write a review?

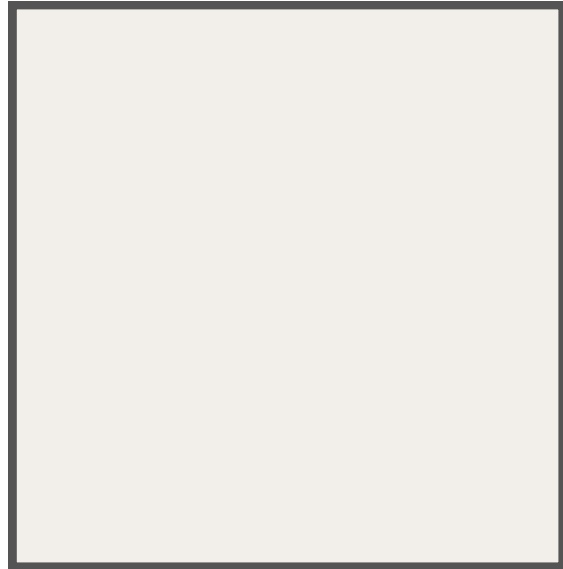
Quarter 1:

From _____ To _____



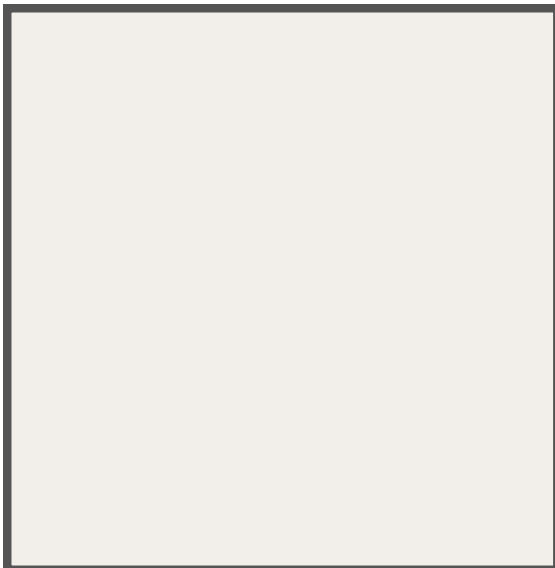
Quarter 2:

From _____ To _____



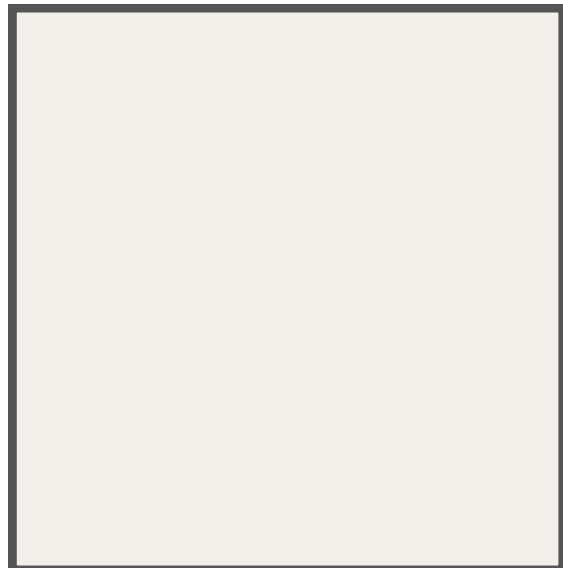
Quarter 3:

From _____ To _____



Quarter 4:

From _____ To _____



MONTH

YEAR:

JAN

FEB

MAR

APR

MAY

MAR

JUL

AUG

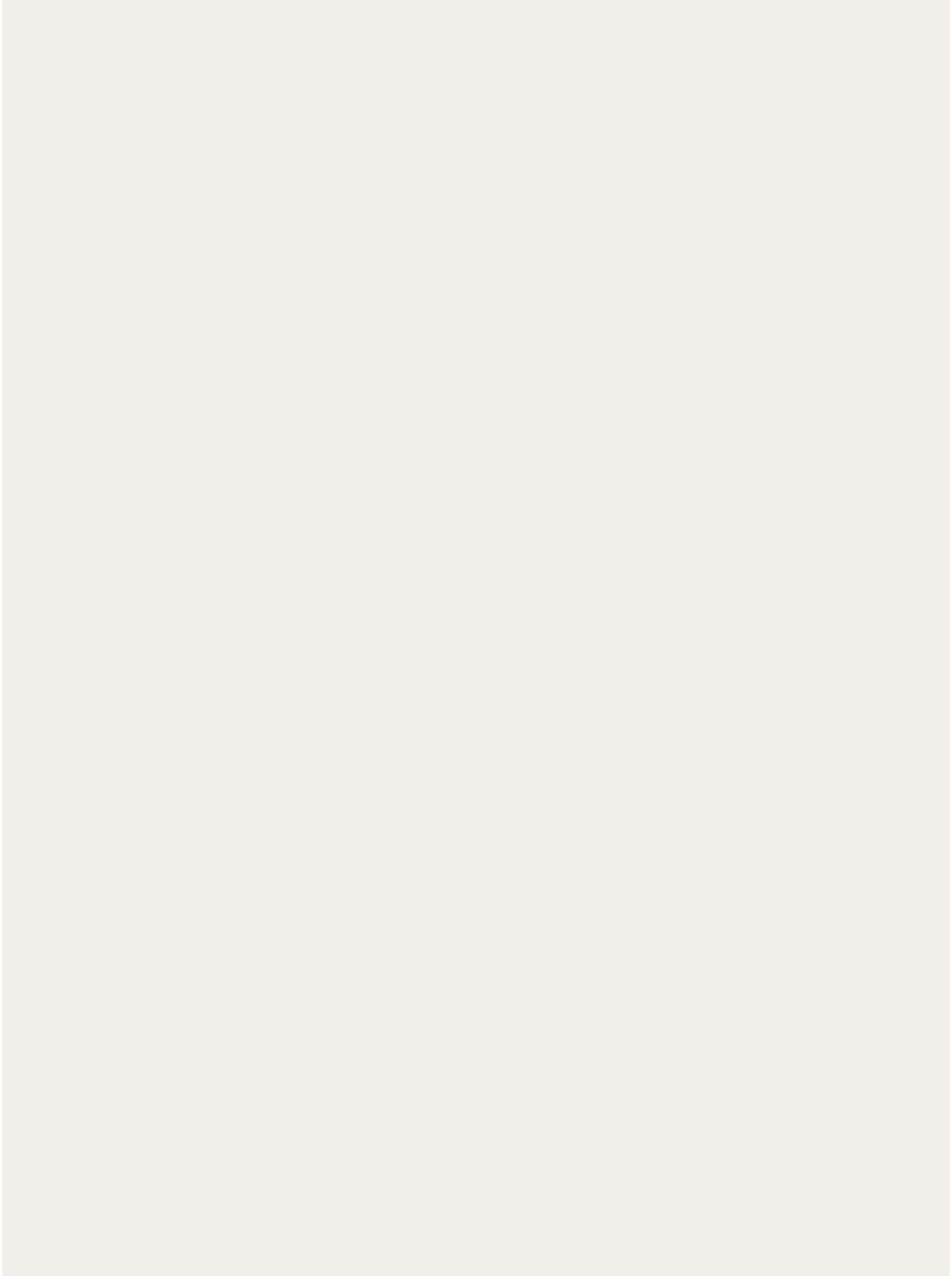
SEP

OCT

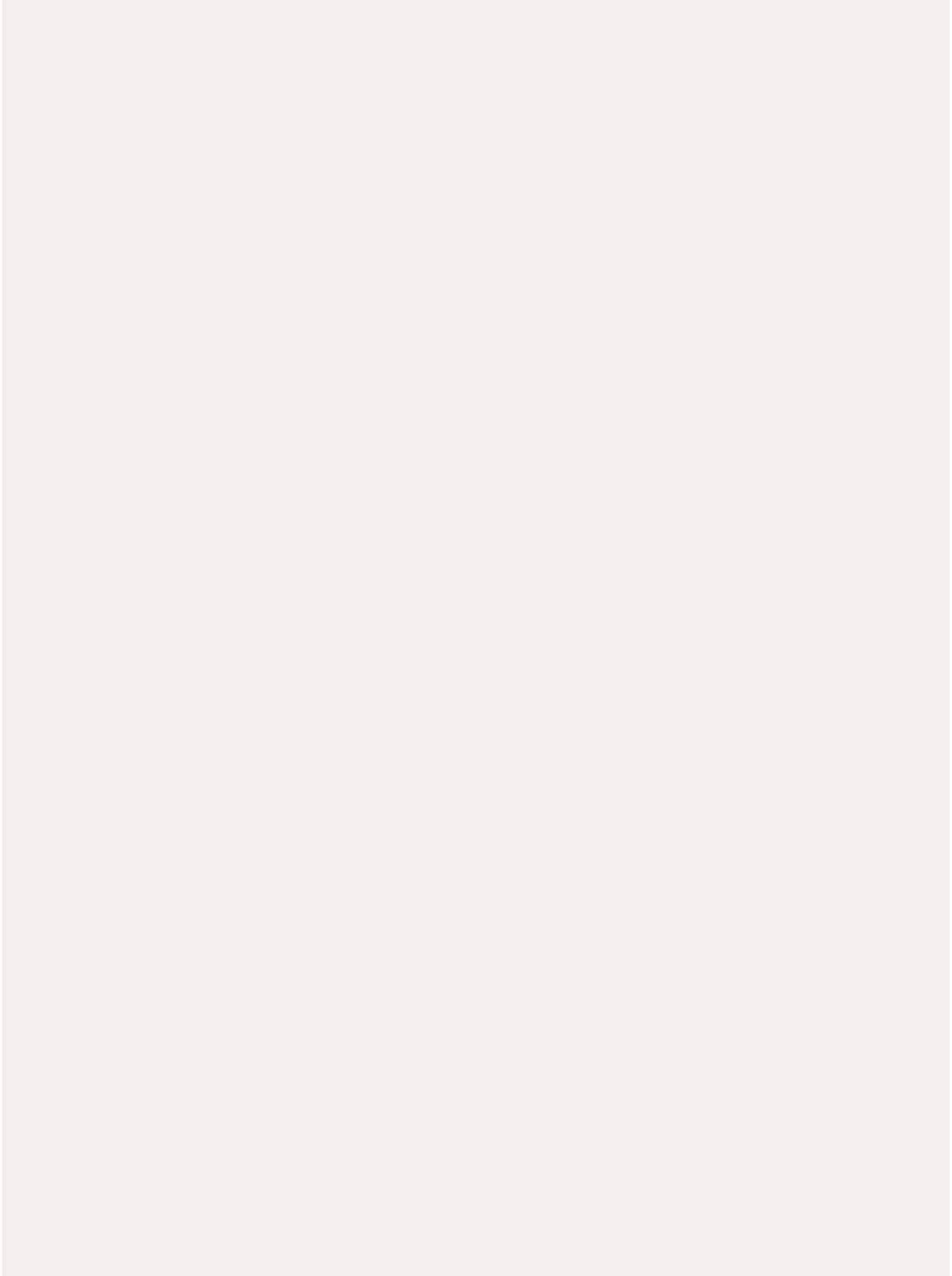
NOV

DEC

NOTES



NOTES





TIKTOK PLANNING

SECTION

AUDIENCE

Content:	#FOEDE8
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

Content:	
Target Audience:	

TYPES OF POSTS

1.	4.
2.	5.
3.	6.

COMPETITORS

Competitor Name:	
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Engagement details:
Notes:	

Competitor Name:	
Video Details:	Post about:
Caption details:	Date or Time posted:
Hashtags they used:	Engagement details:
Notes:	

AN ACCOUNT

Your profile should clearly communicate your identity as a creator while also attracting first-time visitors. After you download TikTok and install the app, you can easily create an account.

Username @

BIO (three things your visitors should know about you):

- 1.
- 2.
- 3.

Describe your videos (what kind of videos you'll make)

Research Your Hashtags

#

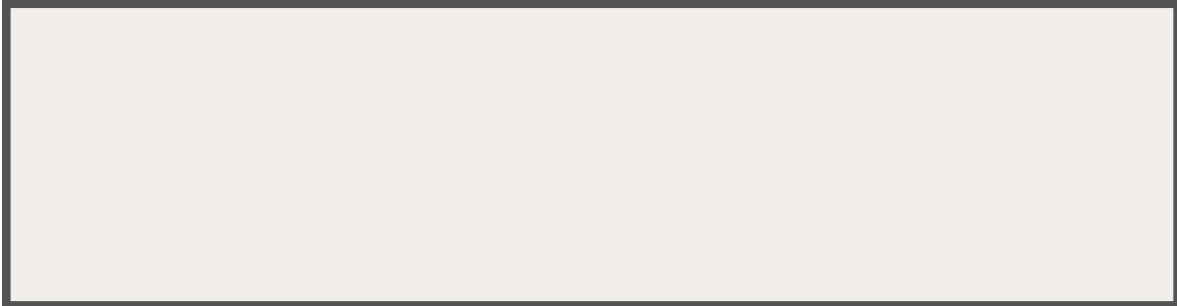
Short Description
(Tell visitors who you are and add a call to action)

PROFILE

When writing your bio remember it's not about you.
You need to convey how you can help THEM (your visitors).

Your Niche

Do you have a special niche in the market?



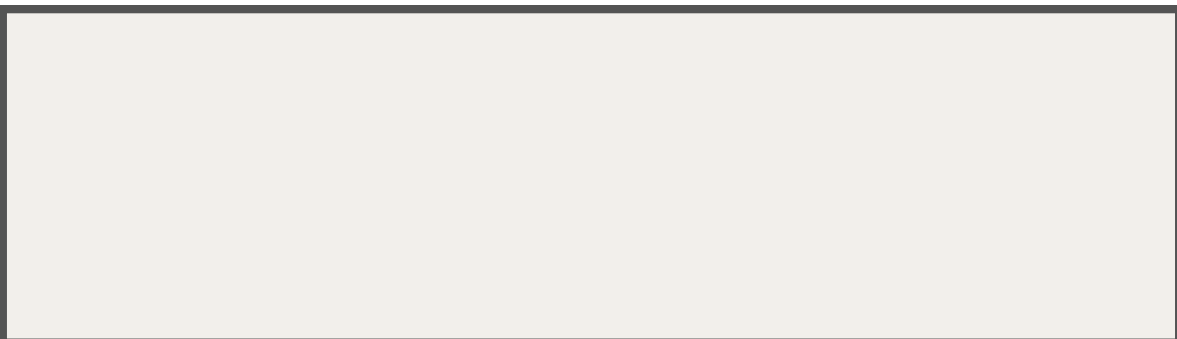
Your Differentiation

Why are you different than your competitors?



Emojis

What emojis represent you best?



FOUNDATIONS

Headline

List two potential headlines. Keep them to 2 or 3 words long:

1.

2.

Bio

What is the purpose of your account?

Where can your audience contact you?

Name a fun personal trait

Call to action (CTA)

List three reasons why your audience should visit the link in your bio:

1.

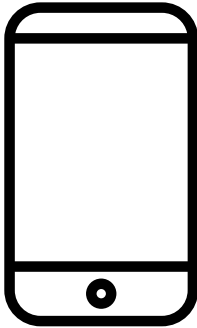
2.

3.

4.

5.

POSTING

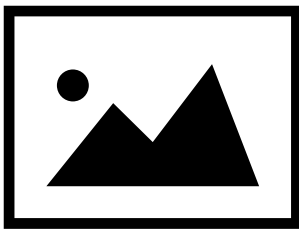
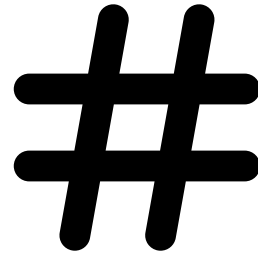


Vertical Video

The best videos are full vertical videos shot in the TikTok app. You can convert your videos in your library to vertical videos using editing apps or software.

Hashtags & Descriptions

Including relevant hashtags and descriptions (metadata) allows the TikTok community a reason to watch your videos by selecting the most captivating and intriguing thumbnails.

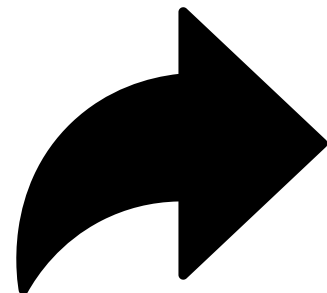


Thumbnail

After you have shot or uploaded your video, give the TikTok community a reason to watch your video by selecting the most captivating and intriguing thumbnail.

Sharing

After you post your video, be sure to share it to your accounts on other social networks and encourage your audience to follow you on TikTok.



STRATEGY

POSTING SCHEDULE

I can commit to posting:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Once a day	Twice a day	Three times a day

HASTAGS

List 10 hastags that are specific and descriptive of your business

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

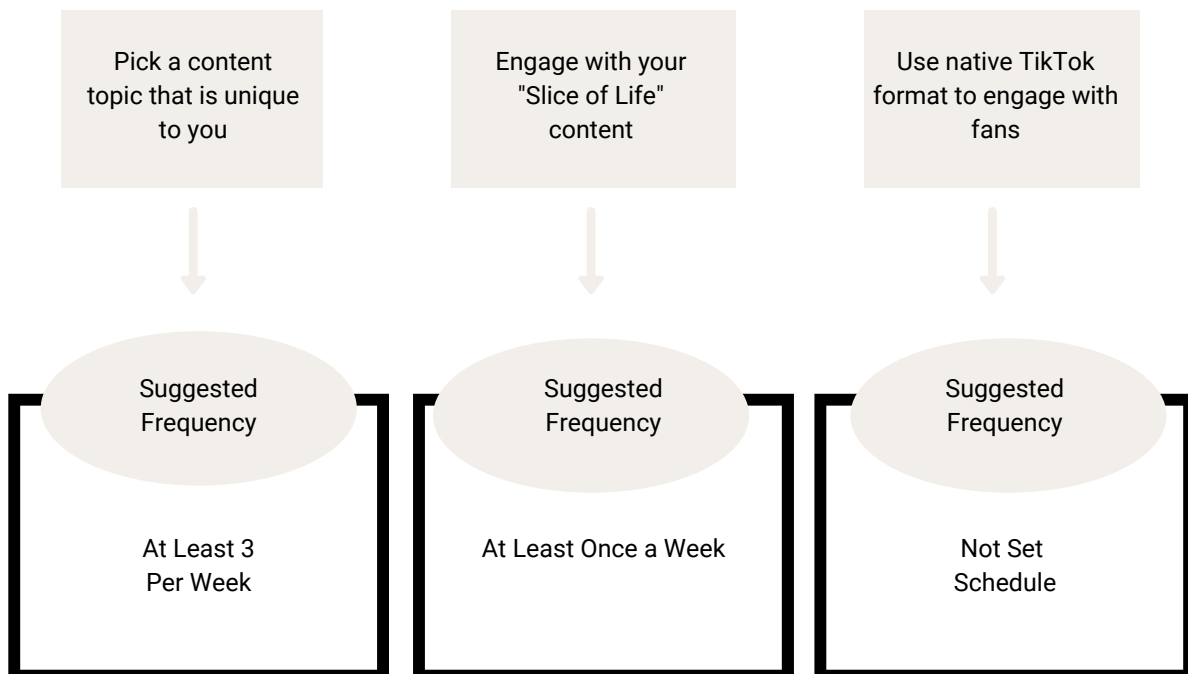
GAINING FOLLOWERS

I can commit to interacting with my audience on a:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Daily basis	Weekly basis	Bi-weekly basis

MARKETING

- Publish exclusive content
- Use content native to the app, i.e. stickers, effects and filters
- Take advantage of trending music
- Keep your account light and use mild humor
- Don't repurpose content that's created for the other Social networks
- Use short catchy captions and hashtags
- Keep experimenting
- Use hashtags mindfully. You don't need many, you just need one right!



VIDEO STRATEGY

CAPTURE ATTENTION WITH HOOK

INCLUDE TEXT OVERLAY

INSPIRE TO TAKE ACTION

TITLE

DESCRIPTION

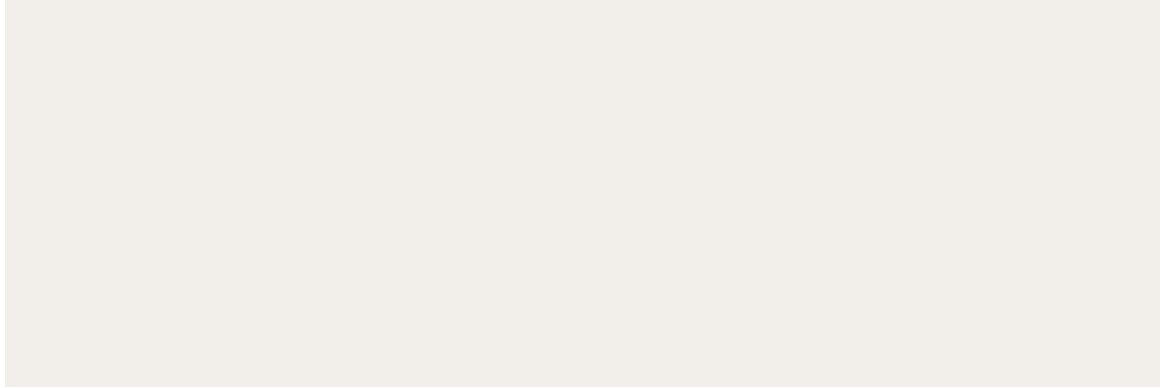
HASHTAGS

VIDEO IDEAS
GOAL: 9-15 SECONDS

COVER IMAGE/THUMBNAIL
FOR YOUR TARGET AUDIENCE

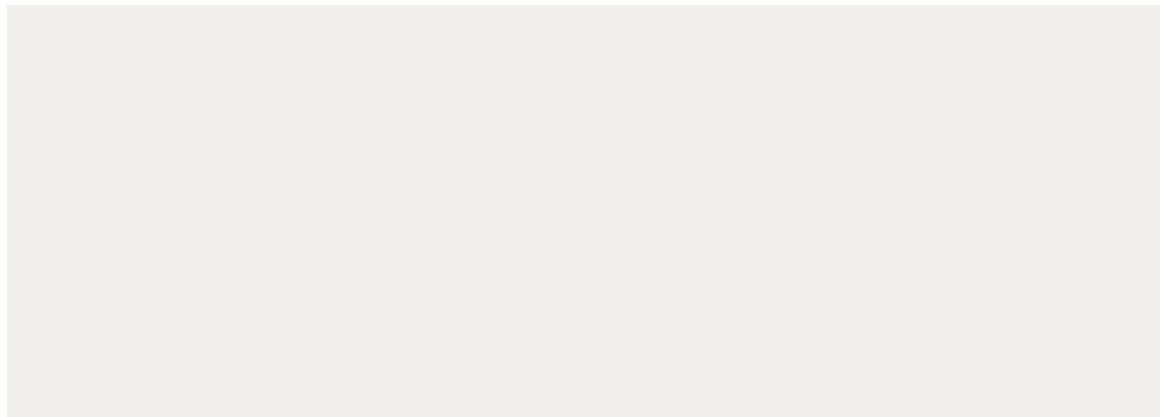
PLANNER

VIDEO TITLE:



THINGS TO DO

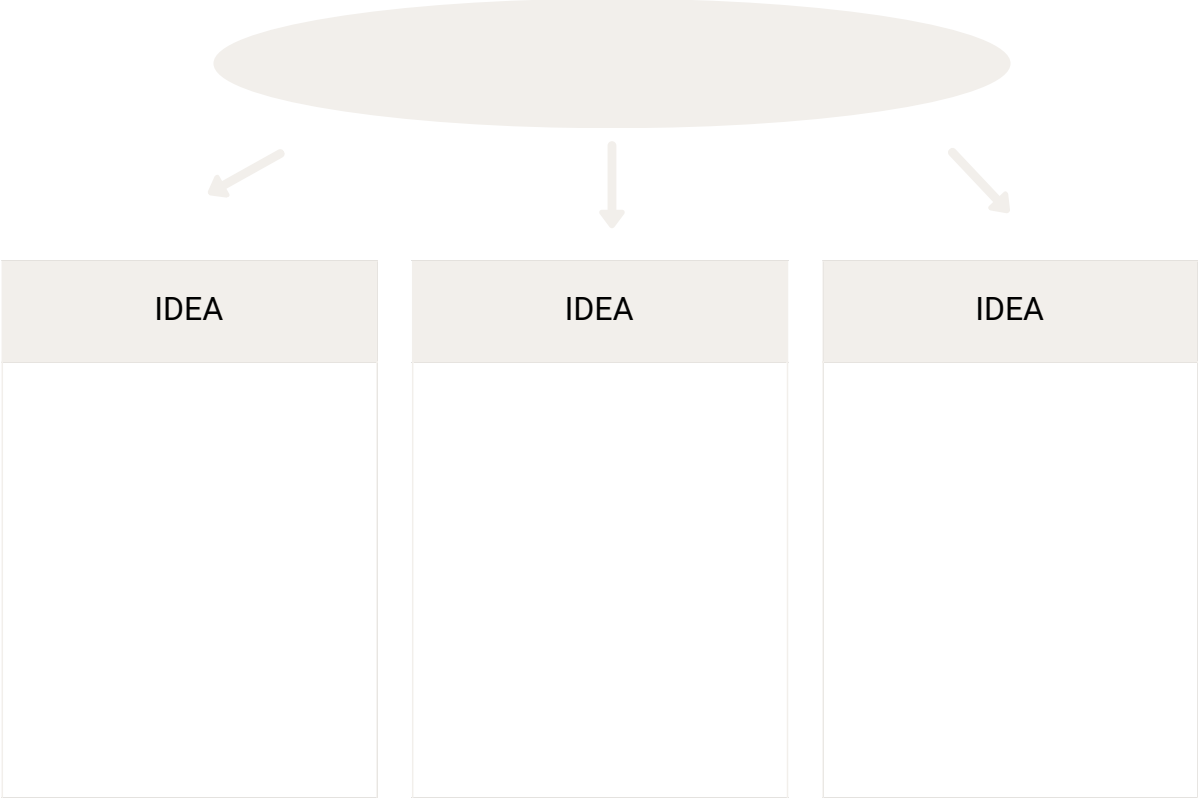
VIDEO TITLE:



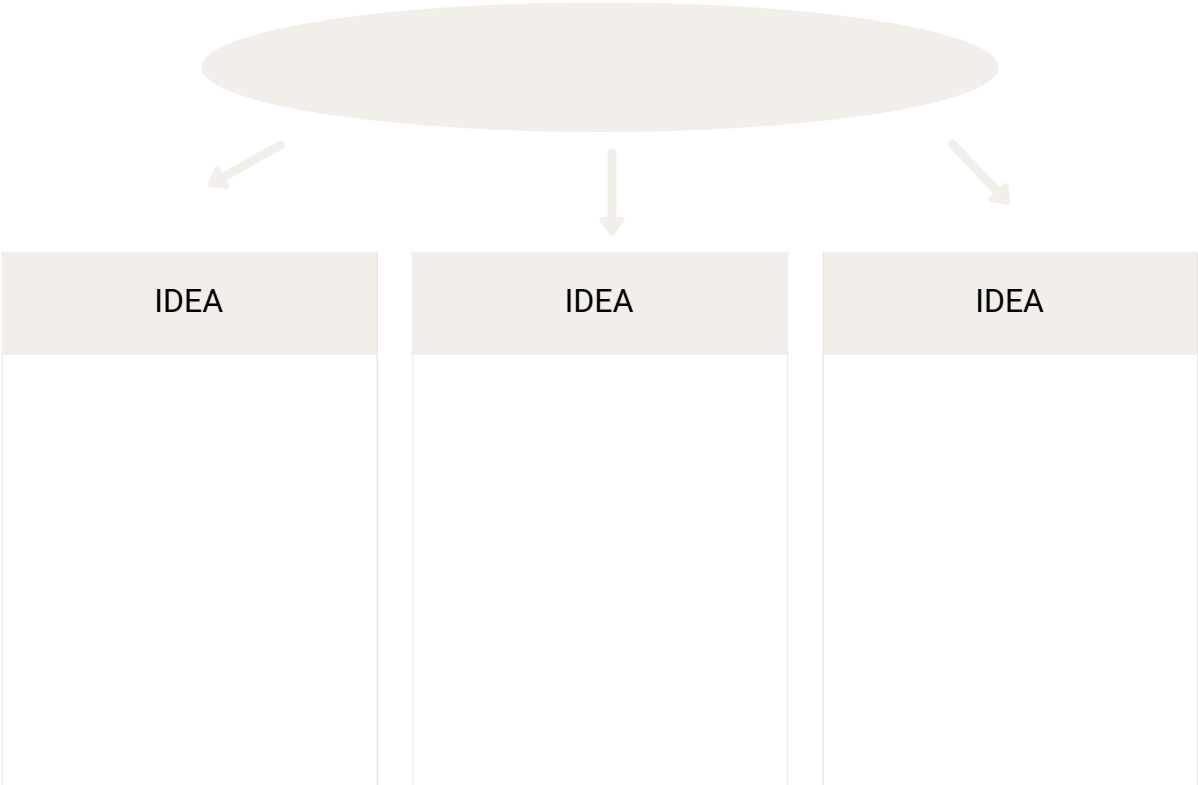
THINGS TO DO

SERIES

CATEGORY TOPIC



CATEGORY TOPIC



HASHTAG

Adding hashtags let viewers understand the content of your video. People search for hashtags to find the content they are interested in. So they help your videos to be discovered by more people.

Hashtag Group Name:

List Your Hashtags Here:

#

#

#

#

#

#

#

#

Hashtag Group Name:

List Your Hashtags Here:

#

#

#

#

#

#

#

#

Hashtag Group Name:

List Your Hashtags Here:

#

#

#

#

#

#

#

#

DAILY

VIDEO TOPIC:

CAPTION:

CTA:

HASHTAGS:

PUBLISH DATE & TIME:

RESULTS:

VIDEO DESCRIPTION

THINGS TO DO:

1.

6.

2.

7.

3.

8.

4.

9.

5.

10.

NEXT STEPS:

CHECKLIST



Post Designing



Scheduled




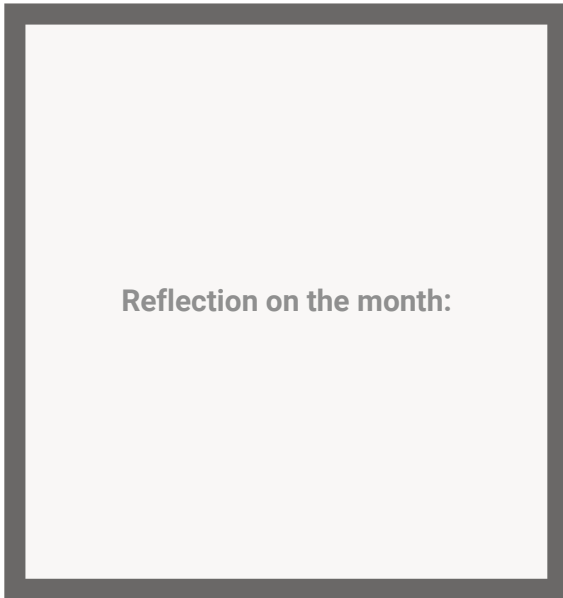

Engage

SCHEDULE

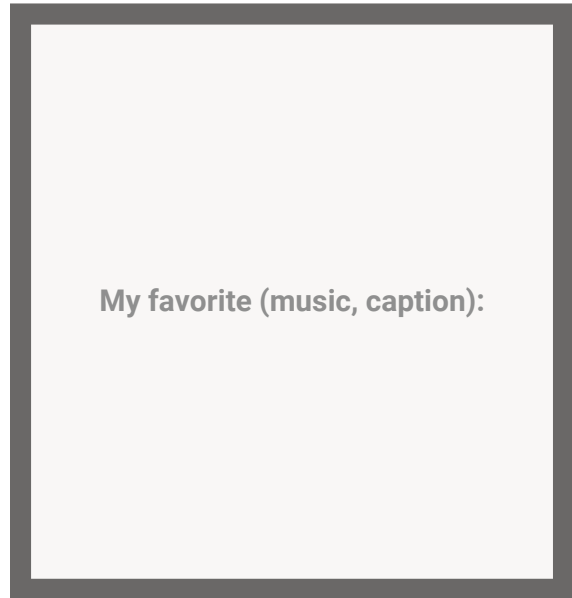
	VIDEO	CAPTION	POST TIME	LINK
MON				
TUE				
WED				
THU				
FRI				
SAT				
SUN				

MONTH

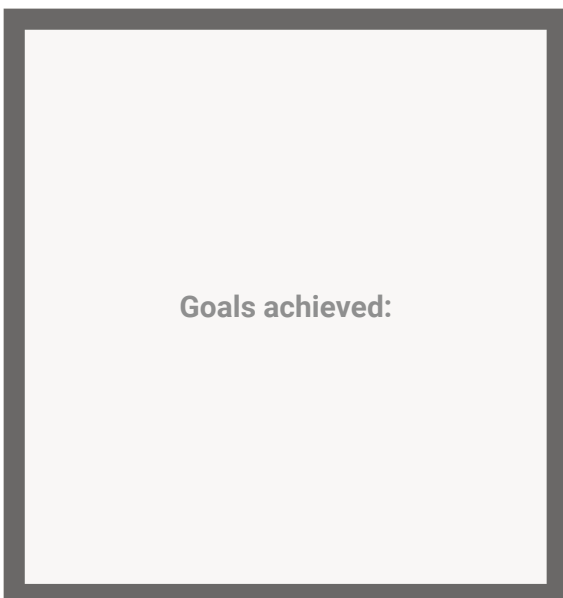


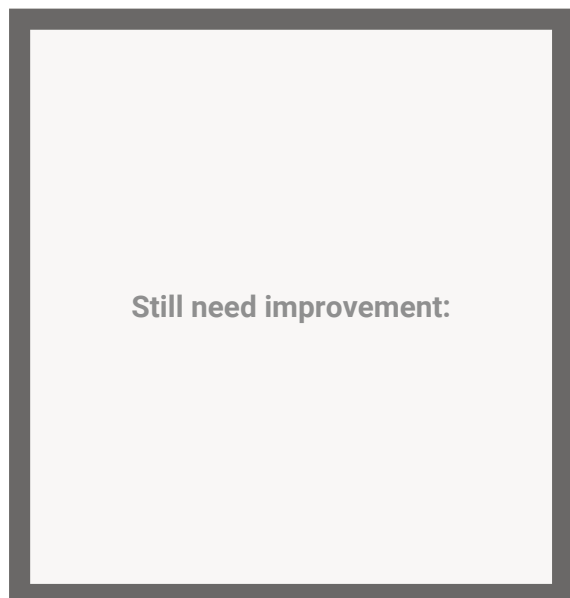
Reflection on the month:



My favorite (music, caption):



Goals achieved:



Still need improvement:

FOLLOWERS

FOLLOWERS

JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

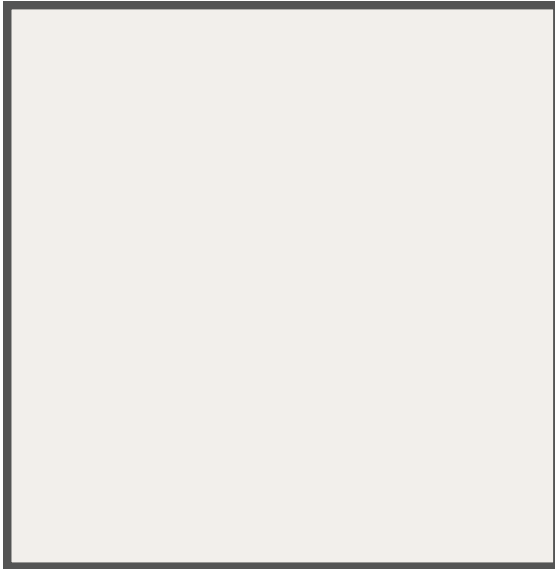
DECEMBER

GOALS

For this exercise, write out what your quarterly goals are for your content. Do you want to increase your traffic? Launch an email list? Write a review?

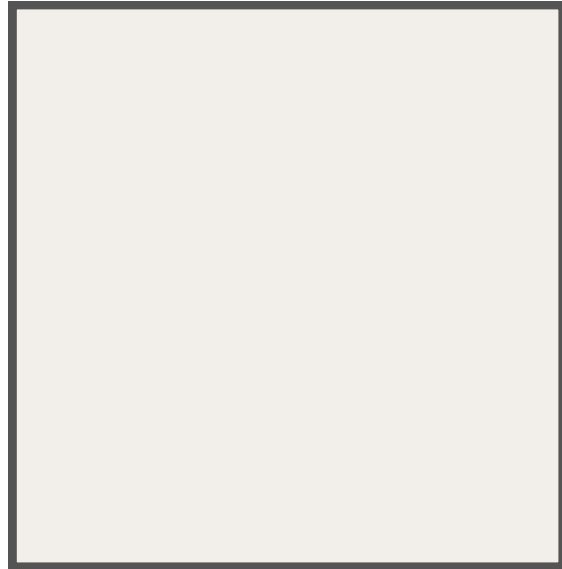
Quarter 1:

From _____ To _____



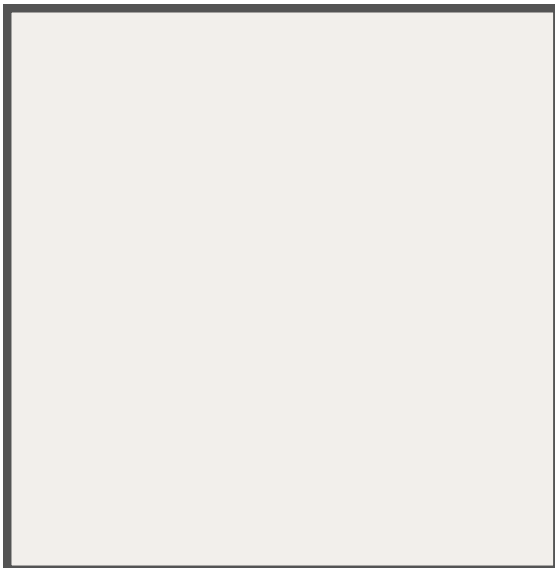
Quarter 2:

From _____ To _____



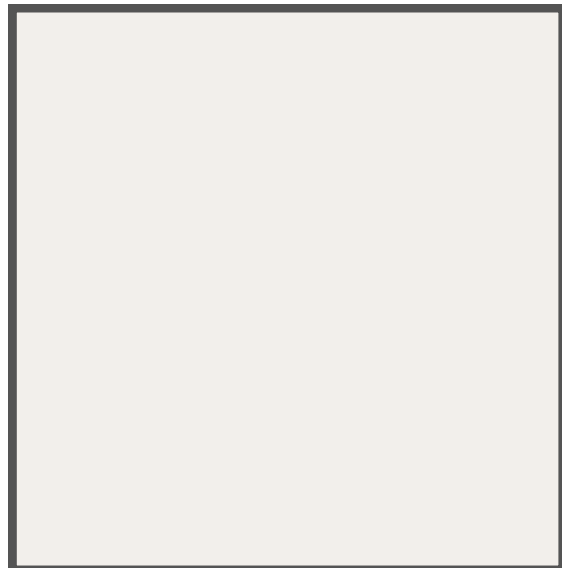
Quarter 3:

From _____ To _____



Quarter 4:

From _____ To _____



SPONSERED

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

Video Details:

Video Title:

Sponsor:

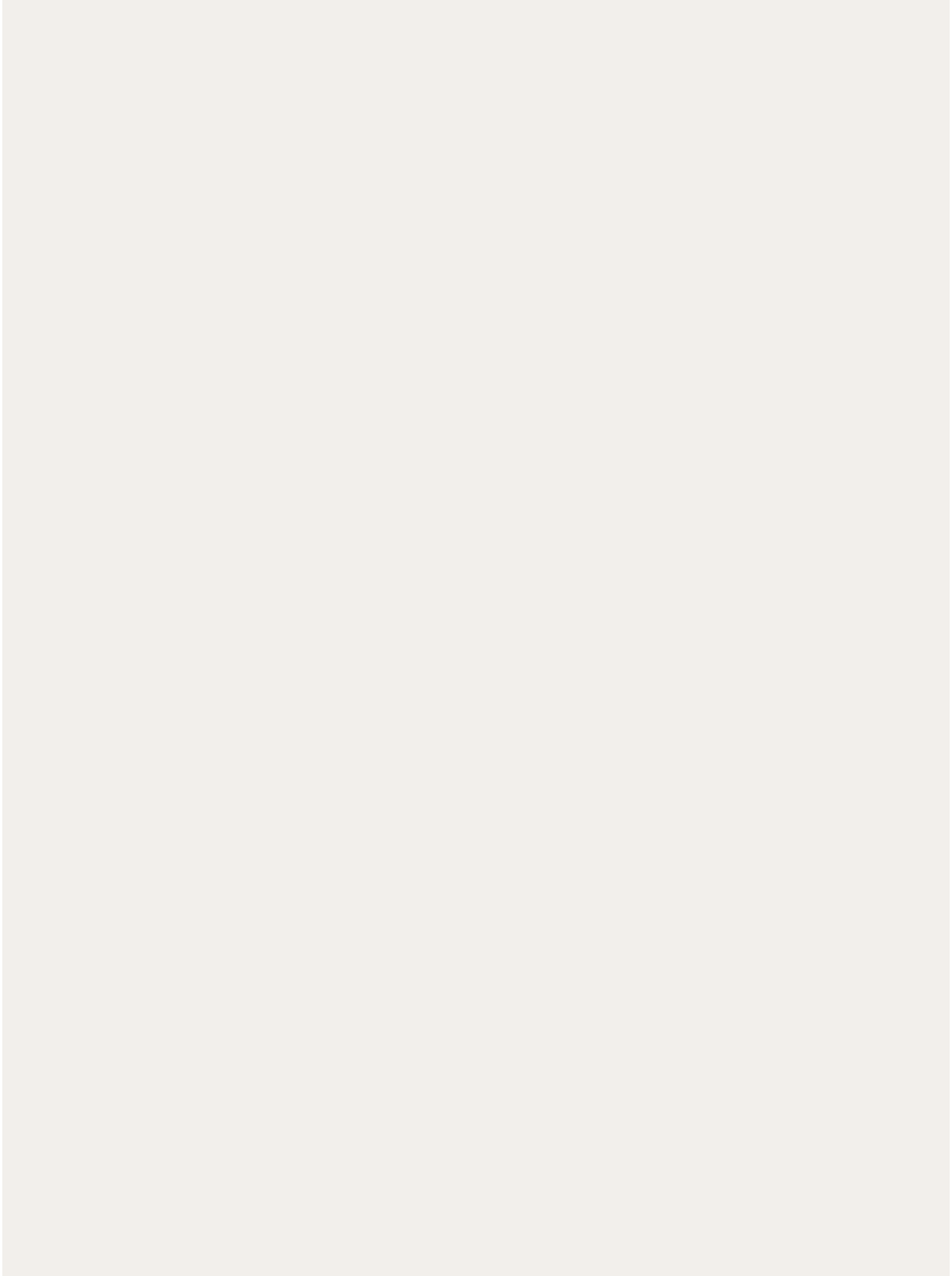
Video Details:

Video Title:

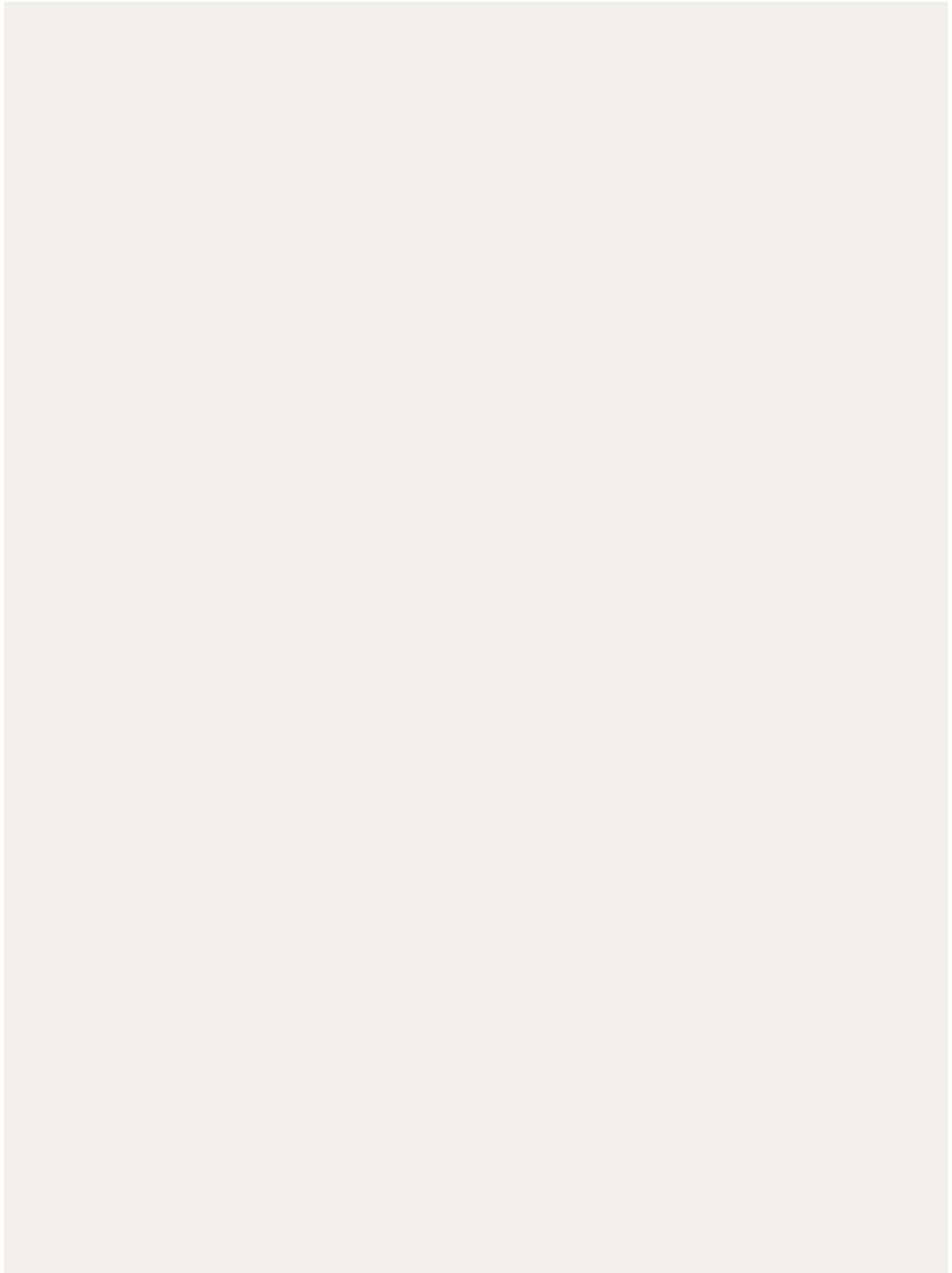
Sponsor:

Video Details:

NOTES



NOTES



A smartphone is mounted on a ring light, displaying a video recording interface. The screen shows a person's face, and the interface includes options like 'SLO-MO', 'VIDEO', 'PHOTO', 'PORTRAIT', and 'PANO'. The background is a blurred indoor setting with a person's hand visible in the lower right corner.

YOUTUBE PLANNING

SECTION

AUDIENCE

Time to dig deep and start thinking about whom you want to attract! Knowing your ideal customers will help you understand how your services match to their needs and how you can help solve their pain points.

GENDER

AGE

LOCATION

EDUCATION

INCOME LEVEL

OCCUPATION

AUDIENCE

Time to dig deep and start thinking about whom you want to attract! Knowing your ideal customers will help you understand how your services match to their needs and how you can help solve their pain points.

WHAT DO THEY DO IN THEIR FREE TIME?

WHAT ARE THEIR FAVOURITE BRANDS AND SHOPS?

WHAT ARE SOME OF THEIR BIGGEST FRUSTRATIONS?

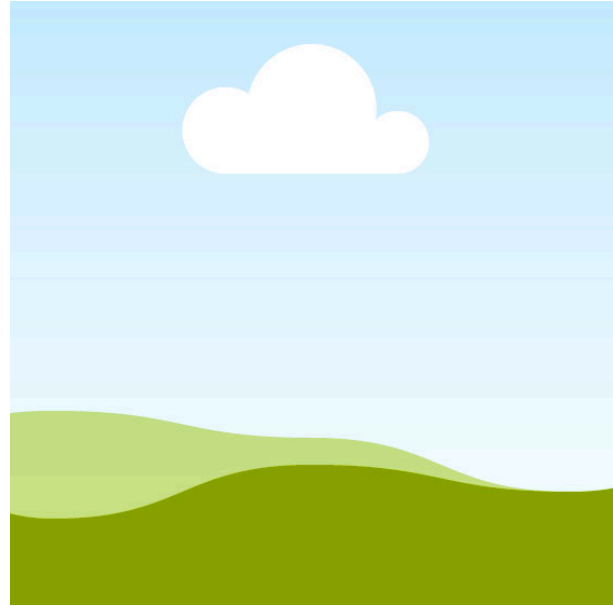
CHECKLIST

<input type="checkbox"/> Decide on what type of videos you want to make (tutorials, DIY, vlogs, tech)
<input type="checkbox"/> Establish your brand name (i.e. Amanda Jewell)
<input type="checkbox"/> Create your channel on YouTube
<input type="checkbox"/> Create a banner for your channel
<input type="checkbox"/> Upload an avi (use a logo or a picture of you)
<input type="checkbox"/> Plan your first video
<input type="checkbox"/> Film on iPhone or camera
<input type="checkbox"/> Edit on video editing software (imovie, Final Cut Pro X, Adobe Premiere)
<input type="checkbox"/> Make a thumbnail (Photoshop or Picmonkey) 1280 x 720 px
<input type="checkbox"/> Use keywords in your title
<input type="checkbox"/> Look at Google Trends to make sure the title is relevant
<input type="checkbox"/> Check Vid IQ for the most relevant title and related keywords
<input type="checkbox"/> Put keywords in description and tags
<input type="checkbox"/> Use all related words in tags
<input type="checkbox"/> Promote YouTube channel across all platforms (Facebook, Twitter, Instagram)
<input type="checkbox"/> Decide on a specific time and day for uploading (I post on Sundays at noon)
<input type="checkbox"/> Write out 5 video ideas to film
<input type="checkbox"/> Post consistently
<input type="checkbox"/> Let go of other people's opinions
<input type="checkbox"/> Create a strategy for your channel
<input type="checkbox"/> Make binge-worthy content (related videos people can binge)
<input type="checkbox"/> Develop an aesthetic of thumbnails and editing
<input type="checkbox"/> Have fun (passion fuels purpose)

OVERVIEW

CHANNEL NAME

WHY I STARTED MY CHANNEL



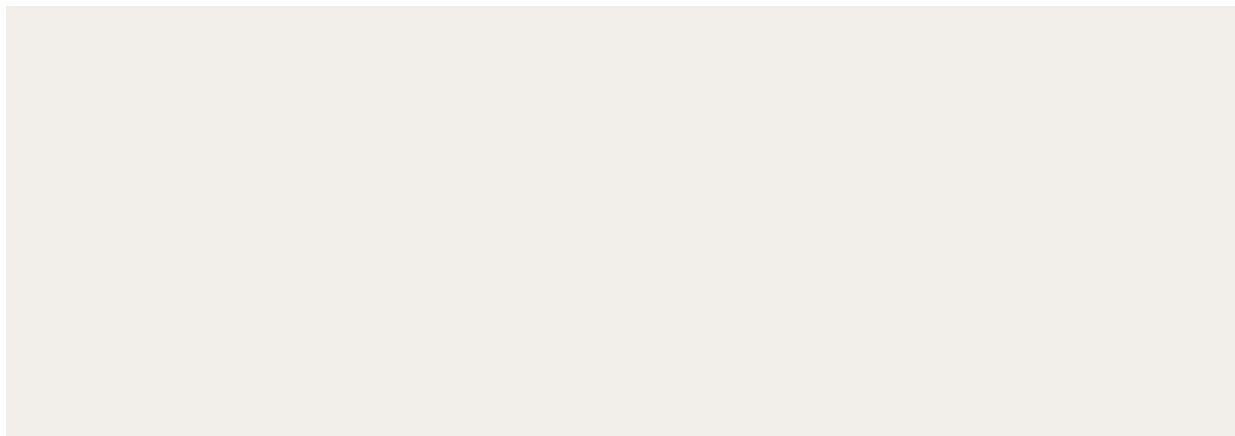
VIDEOS

HOW MANY A WEEK

VIDEO DURATION

FOCUS NICHE

BANNER PICTURE

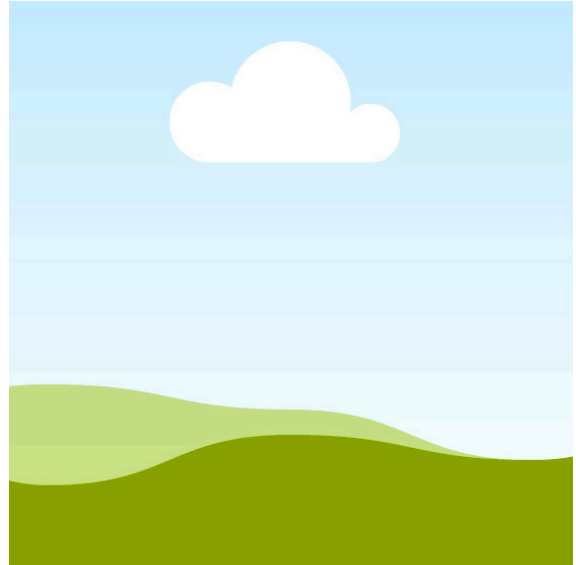


PLANNER

Channel Name:

Description:

How often do I want to publish:



PUBLISHING DAYS:

Mo

Tue

We

Th

Fr

Sa

Su

Audience:

YOUTUBE CATEGORY:

- Film and Animation
- Autos and Vehicles
- Music
- Pets and Animals
- Sports
- Travel and Events
- Gaming
- People and Blogs
- Comedy
- Entertainment
- News and Politics
- How to and Style
- Education
- Science and Technology
- Nonprofits and Activism

PLAYLISTS

PLANNER

POST DATE:
POST TIME:
POST TITLE:

HASHTAGS		

KEYWORDS	

CAPTION/DESCRIPTION

TO DO CHECKLIST
<ul style="list-style-type: none">●●●●●

LINKS TO INCLUDE

NOTES:

PLANNER

VIDEO TITLE:

CATEGORY:

DURATION:

SPONSORED:

MONETIZED:

DESCRIPTION:

KEYWORDS:

SUPPLIES:

RECORDING DATE:

AFFILIATES:

LINKS

NOTES:

VIDEO IDEAS

IDEAS:

OUTLINE/CONTENT
POINTS:

SUPPLIES

NOTES:

STATISTICS:

VIDEO VIEWS:

OTHER:

NEW SUBSCRIBERS:

BRAINSTORM

Video content is so important in creating long-lasting results as you grow your audience. Think about all those video posts that go viral, they make their rounds months or even years later. Let's break everything down a bit so you can get started!

VIDEO

What will your video be about?

What will people feel (emotion) from this video?

What does this video say about the viewer?

What is the stage or the location for this video?

VIDEOS SERIES

START DATE:

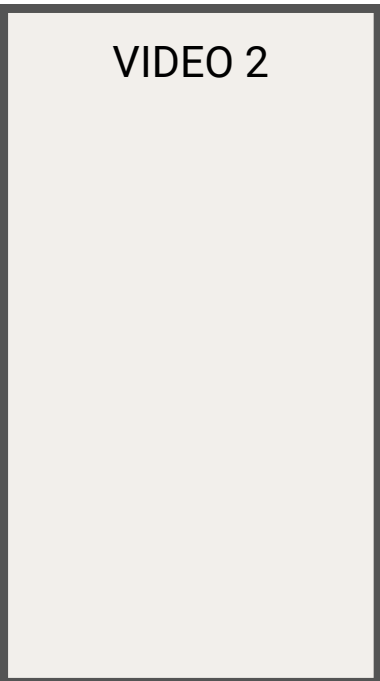
END DATE:

SERIES NAME:

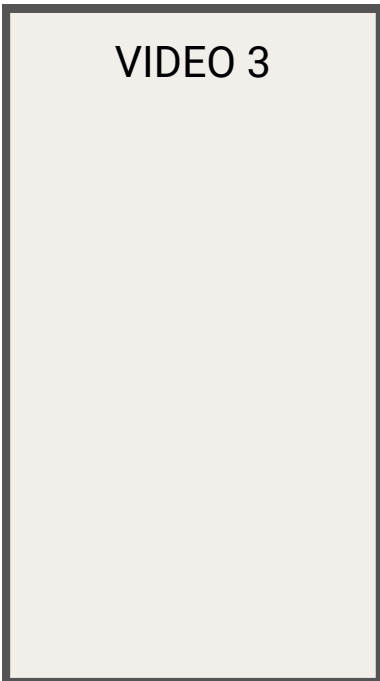
CATEGORY:



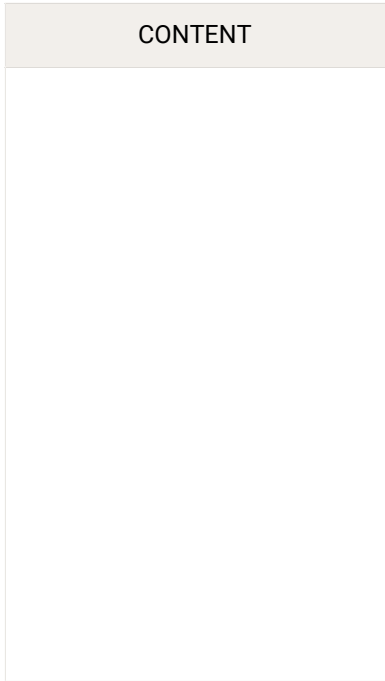
VIDEO 1



VIDEO 2



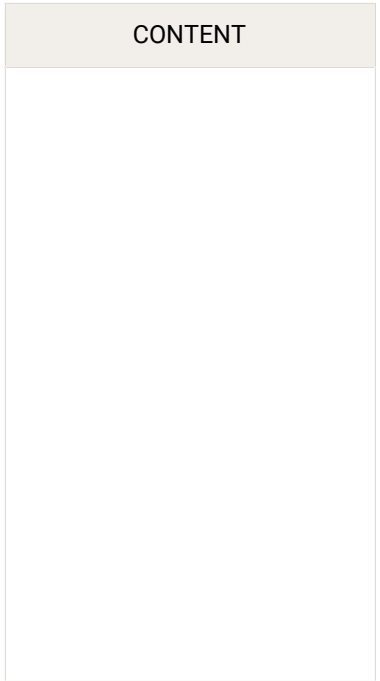
VIDEO 3



CONTENT



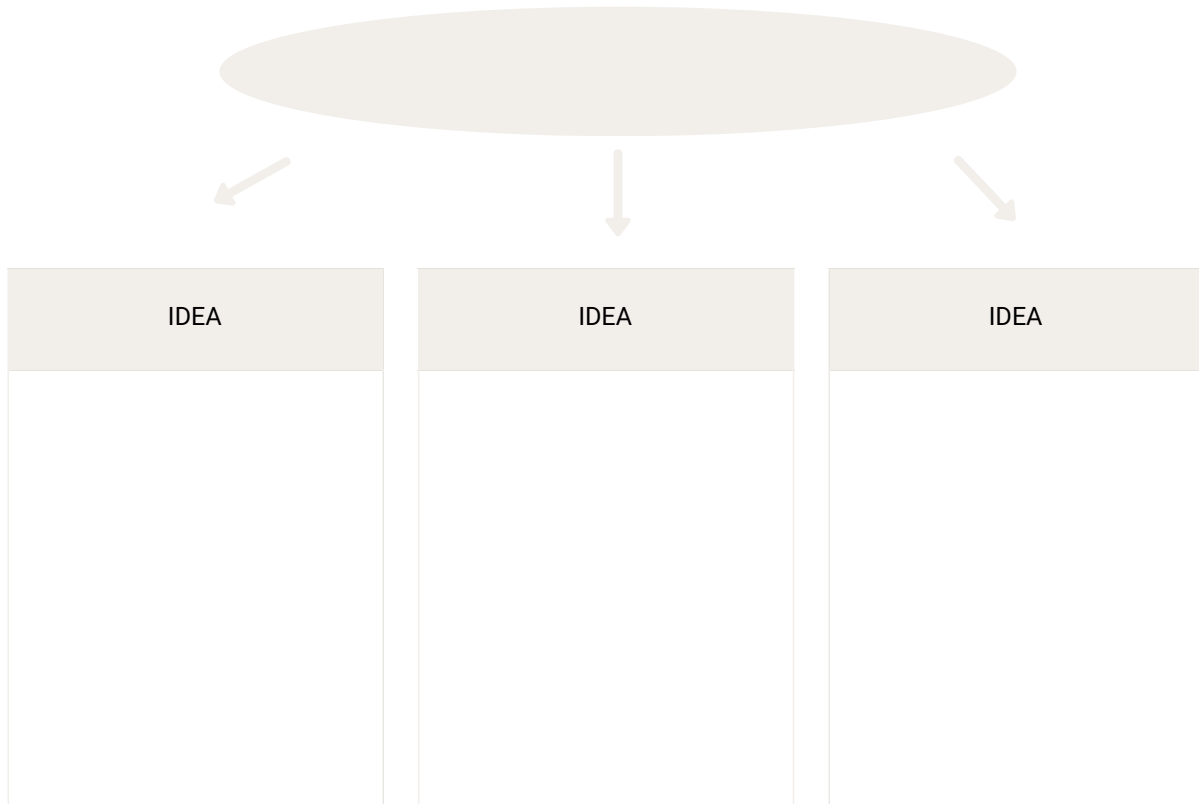
CONTENT



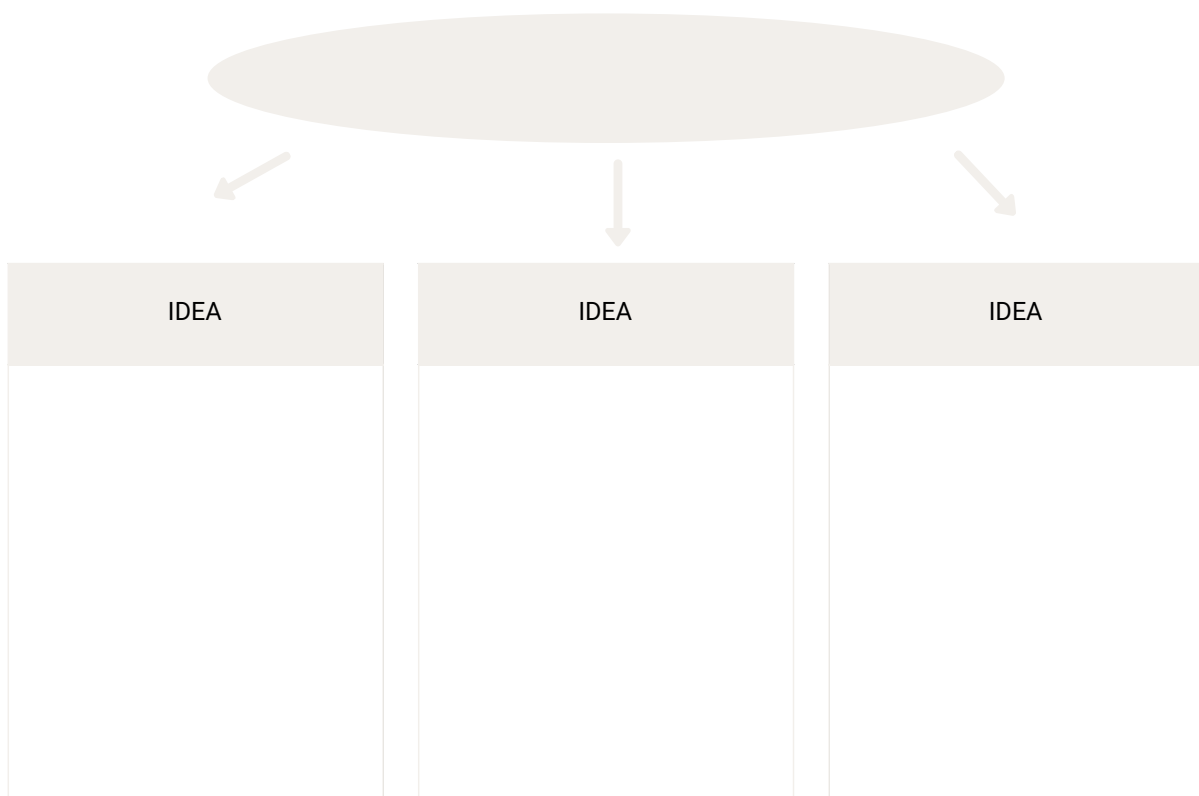
CONTENT

VIDEO IDEAS

CATEGORY TOPIC



CATEGORY TOPIC



VIDEO ON

VIDEO TITLE:

CATEGORY:

KEYWORDS:

DURATION













SUPPLIERS

DESCRIPTION

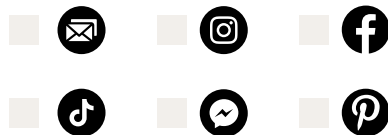
TALK ABOUT

CHECKLIST

-  Film
-  Voiceover
-  Edit
-  Thumbnail
-  Description
-  Tag
-  Upload
-  Effects
-  Music
-  Posted

LINKS

SOCIAL MEDIA



RESEARCH

Take one your product name and brainstorm keywords with topics and sub-topics asking the below questions. Think of at least 3 sub-topics for each question. The idea is to create a web of related words stemming from your general topic or product name.

TOPIC

What

- 1: _____
- 2: _____
- 3: _____

Why

- 1: _____
- 2: _____
- 3: _____

How

- 1: _____
- 2: _____
- 3: _____

Where

- 1: _____
- 2: _____
- 3: _____

Which

- 1: _____
- 2: _____
- 3: _____

When

- 1: _____
- 2: _____
- 3: _____

NOTES

POST PLANNER

DAYS	POST
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

DAYS	POST
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	
SUNDAY	

INCOME

	EXPENSES	INCOME
JANUARY		
FEBRUARY		
MARCH		
APRIL		
MAY		
JUNE		
JULY		
AUGUST		
SEPTEMBER		
OCTOBER		
NOVEMBER		
DECEMBER		

STATS

MONTH	VIEWS	SUBSCRIBERS	WATCH TIME	MONETIZATION

NOTES:

A large, empty rectangular area with a light beige background, intended for writing notes.

AFFILIATES

Affiliate Network

Company

Comission

Payout

Links

Affiliate Network

Company

Comission

Payout

Links

Affiliate Network

Company

Comission

Payout

Links

Affiliate Network

Company

Comission

Payout

Links

Affiliate Network

Company

Comission

Payout

Links

Affiliate Network

Company

Comission

Payout

Links

GIVEAWAYS

Video

Milestone /Event

Prize

Video

Milestone /Event

Prize

Video

Milestone /Event

Prize

Video

Milestone /Event

Prize

Planner GIVEAWAY

Sponsor

Giveaway Product

Start Date

End Date

Giveaway Rules

Social Media Platform:



Announcement Date

Winner

Contact Details

Additional Notes

Address

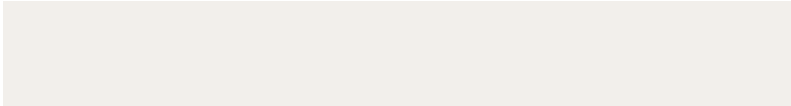
Item Sent

Item Received

SUBSCRIBERS

Subscribers

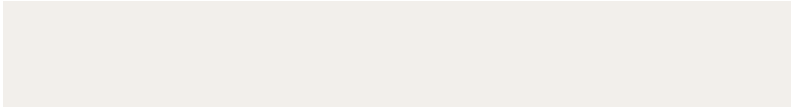
JANUARY



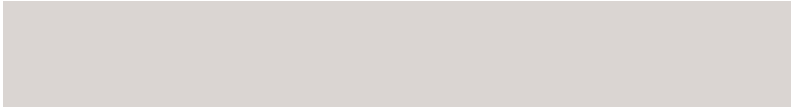
FEBRUARY



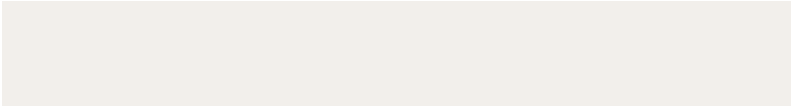
MARCH



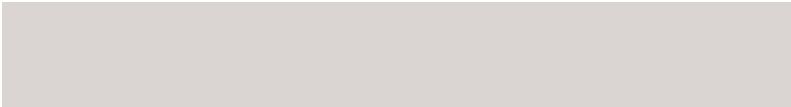
APRIL



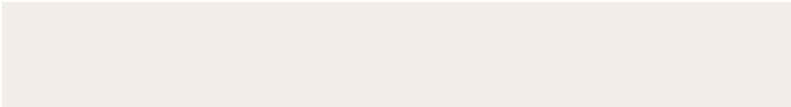
MAY



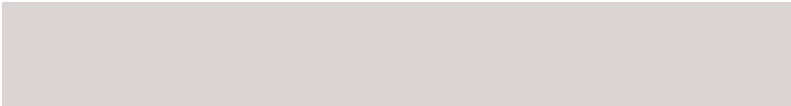
JUNE



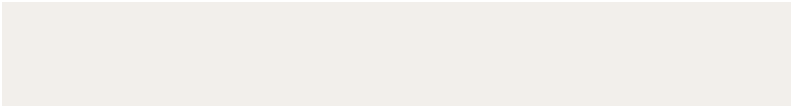
JULY



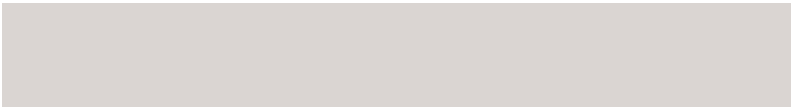
AUGUST



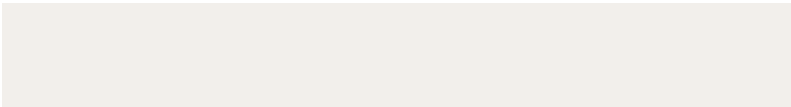
SEPTEMBER



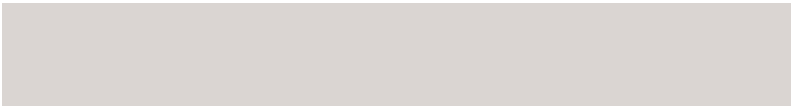
OCTOBER



NOVEMBER



DECEMBER

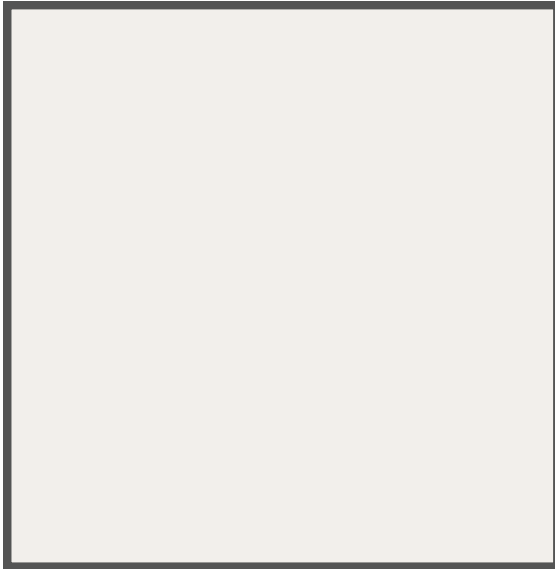


GOALS

For this exercise, write out what your quarterly goals are for your blog. Do you want to increase your traffic? Launch an email list? Write a review?

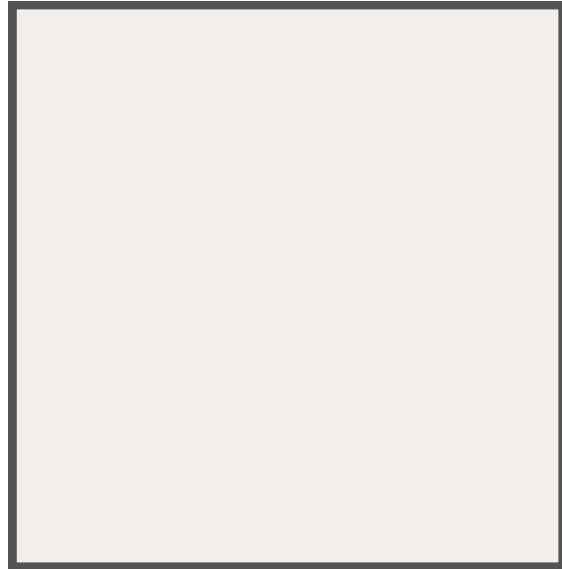
Quarter 1:

From _____ To _____



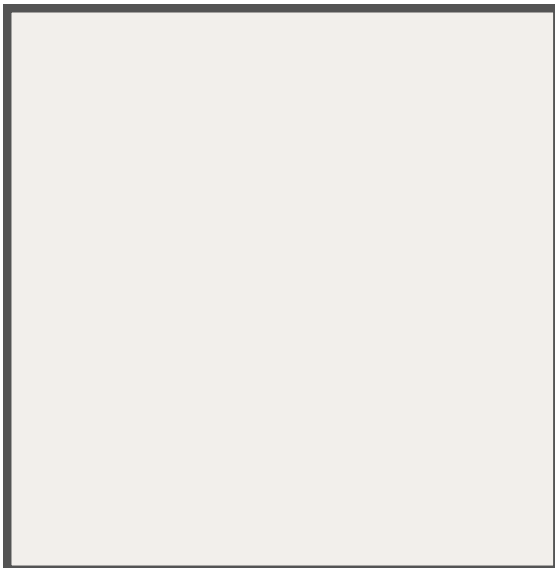
Quarter 2:

From _____ To _____



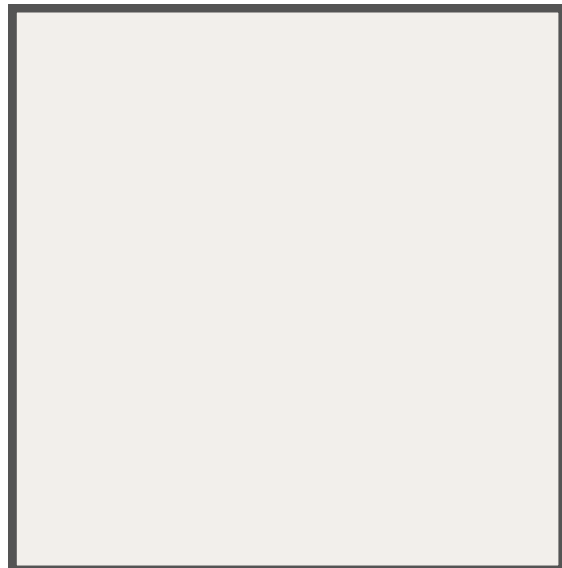
Quarter 3:

From _____ To _____



Quarter 4:

From _____ To _____



MONTH

YEAR:

JAN

FEB

MAR

APR

MAY

MAR

JUL

AUG

SEP

OCT

NOV

DEC

SPONSORED

Video Title:
Sponsor:
Video Details:

Video Title:
Sponsor:
Video Details:

Video Title:
Sponsor:
Video Details:

Video Title:
Sponsor:
Video Details:

Video Title:
Sponsor:
Video Details:

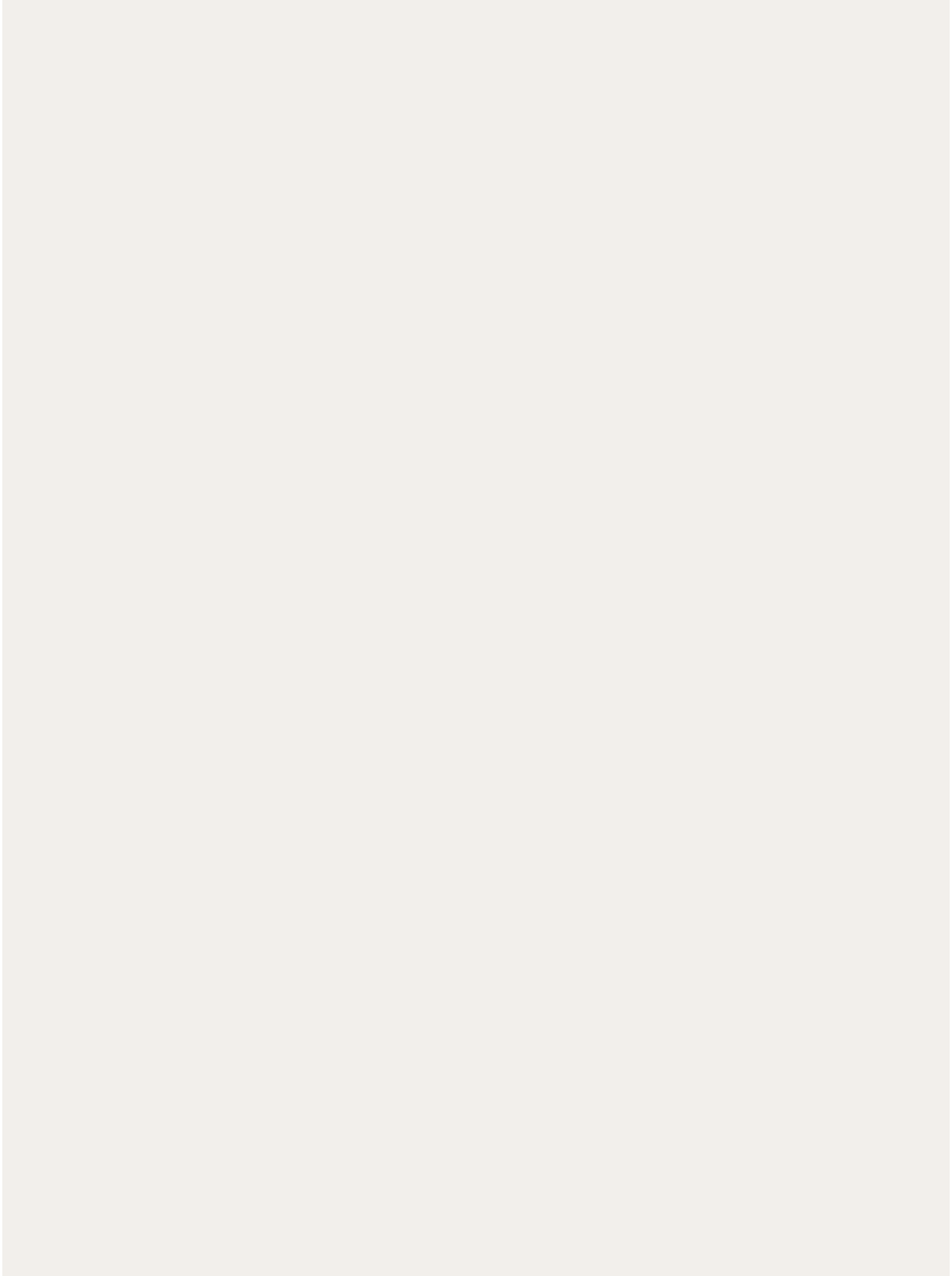
Video Title:
Sponsor:
Video Details:

TASK

TASKS	M	T	W	T	F	S
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

NOTES

NOTES



THE ESSENTIAL SOCIAL MEDIA PLANNER



This product has a **MINIMUM** resell price of **\$47**.

This product typically sells for **\$47-\$97**.

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