

goal setting mama

SOCIAL MEDIA WORKSHEET

KNOW YOUR AUDIENCE

Who is your audience?

MASTER 1-2 PLATFORMS BEFORE ADDING MORE

Based on your audience, which platform(s) will you be mastering first?

YOU DON'T HAVE TO BE EVERYWHERE RIGHT AWAY

Do you need to "reserve" any social media handles that you won't be using right away?

QUALITY OVER QUANTITY

Are you posting quality content? Are there any posts or type of posts that you need to cut out?

LEARN TO FOCUS

- Have you turned off your notifications?
- Schedule time to check in on your social media
- Spend a week or two testing/adjusting your schedule
- Do you respond to messages/comments in a timely manner?

LIVE VIDEOS

Think through 2-3 bullet points to share, and just DO IT! Smile, and include a call to action (something for your audience to do). Aim to go live 2 times per week.

80/20 CONTENT BALANCE

Is your content 80% engagement/value add, 20% "promotional?"

IMAGES/GRAPHICS

Are your images engaging? Do a review and note possible improvements:

WORK FROM A STRATEGY

What's your WHY? Do your social media postings support your purpose?