MODULE 9: SOCIAL MEDIA

Your 30-day social plan

Lesson: Module 9 workshop: a 30-day social plan · about 16 minutes

Produce a one-page social plan and a dated calendar for the next 30 days.

Your business (name, service, main city):

1. **Write your goal for the next 30 days with a number and a date.**

2. **Name your main platform and your supporting platform, with one line on the job each one does.**

3. **Write your three content pillars and two post ideas for each.**

4. **Fill in a four-week calendar with dates, platform, pillar and idea for every post. Mark the days you are working events.**

5. **Work out the production hours for the month and write the dates of your batching sessions.**

6. **Write your inbox routine, event-day cover and the date of your day-30 review.**

Check: can you now

- Set one measurable goal for the next 30 days and choose the platforms that serve it
- Build a dated 30-day calendar from three content pillars and a weekly rhythm
- Schedule the batching, inbox and review time that keep the plan running

One change you will make this week