

# Social Media Planner

Social Media Profile

@Handle

Ideal Clients Avatar

Target Reach

Impressions

Engagement

Profile Clicks

## CONTENT

Tutorial

Carousel

Live Post

Story

# Content Schedule

Social Media Profile \_\_\_\_\_

Followers \_\_\_\_\_

Sponsors \_\_\_\_\_

Guest Posts \_\_\_\_\_

Collabs \_\_\_\_\_

	Video	Tips	Carousel
SUN			
MON			
TUE			
WED			
THU			
FRI			
SAT			



# Social Analytics

MONTH	Week 1	Week 2	Week 3	Week 4
JAN				
FEB				
MAR				
APR				
MAY				
JUN				
JUL				
AUG				
SEP				
OCT				
NOV				
DEC				

REMARKS:

# Strategic Planning

Social Media Profile



Desirable Results



Contents

Tips & Tricks

Tutorial Videos

Collaborations

Lead Magnet

Freebies