

THE CONTENT PLANNING PARTY – DAY 4

Getting Clear on The Frequency,
Level of Interaction, and Type of Content

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How often do you plan to post? (Remember, don't pick a number like 5x per day because you think you "should". Pick something you know you'll stick with.)

What type of interaction are you aiming for? (For example, really personal 1:1 contact, spreading your message far and wide, creating community, etc.)

What are the main social media platforms you want to focus on? (I recommend only 2-3 at a time unless others are fully automated.)

What types of content do you want to focus on creating? Why do these feel most aligned to you? (i.e. videos, blogs, short posts + tips, stories, pictures, etc.)