

SOCIAL CONTENT STRATEGY.

WORKSHEET

Discover Your Main Theme

This is the overarching message or theme for all your content moving forward.

- 1 *Explain what you do in one sentence:*
- 2 *Tell your customer how you can help them in one sentence:*
- 3 *Now condense the two ideas to create a singular message:*



Identify Your Brand Pillars

Your content strategy should revolve around 3 or 4 brand pillars. These pillars are the core concepts that all of your content revolves around. They should include your values and differentiators that make you the best resource for your audience.

Once you've decided on your brand pillars, write them in the boxes below.

Pillar A

Pillar B

Pillar C

Pillar D



List Supporting Content Ideas

Now, without overthinking it, write down content ideas which fall into each category. If you're not sure, think about the most common questions you get from your customers. You can also use tools like BuzzSumo for popular content insights, or look at what other successful competitors are getting noticed for on Similar Web.

By doing this you are giving yourself a ton of ideas so that even on those days that you're feeling "uninspired," you can still create amazing content that gets noticed.

Pillar A Content Ideas

Pillar B Content Ideas

Pillar C Content Ideas

Pillar D Content Ideas



Build Your Content Calendar

Start building out your content calendar pillar by pillar. Create a flow or order that ensures you're hitting every single topic consistently. This will give your audience high-impact content that doesn't go off-brand or off-topic.

By doing this, you will always have consistent content to share and engage your audience. How easy was that?!

<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thurs</i>	<i>Fri</i>	<i>Sat</i>	<i>Sun</i>



High Performing Hashtags

Hashtags help people search for specific content on social media platforms. Although it's tempting (and sometimes fun) to use hashtags as sidebar-speak, they should have a purpose.

Hashtagify is a great resource to find out what hashtags will get the most attention on Instagram and Twitter.

Organize your best hashtags by social platform, pillar, or whatever makes sense for you!

Pillar A Hashtags

Pillar B Hashtags

Pillar C Hashtags

Pillar D Hashtags



Pro Tips

Schedule Your Posts

Once you've laid out your content calendar, you can schedule your posts in bulk so it doesn't become a daily task that gets put to the back burner.

You can schedule posts in advance individually on most social platforms or use a scheduler like Buffer to keep track of your content que and even get stats about published content.

Track Your Progress

We get better when we learn what's working (and what's not) along the way. Take advantage of free tools like Google Analytics or SEM Rush to learn more about what your audience responds to and make adjustments as needed.

Now go on and build yourself a more profitable audience with your new focused content strategy!

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