

6 STEPS TO SOCIAL MEDIA CONTENT CREATION



✓ 1. GOALS

Set your strategy and plan your actions based on these goals

✓ 2. AUDIT

Review your own social media looking at what worked and did not work

✓ 3. RESEARCH

Identify your target audience and see what content they like and look at competitors to see what they are doing so that you can differentiate your content.

✓ 4. PILLARS & IDEAS

Create content pillars to help bring variety to your content and enable you to plan better

✓ 5. DISTRIBUTION

Decide on the right social media channels to distribute your content.

✓ 6. ANALYSIS

Review performance and plan for improvements. Keep it fresh!