SOCIAL MEDIA POSTING PLANNER

Coach Cheryl

Successful Coaches ENTERPRISE

Goals & Objectives

Social media is a great way to bring awareness to your business. However, without a solid plan, set goals, and known objectives, any social media accounts you create will not perform as well as they could. When used properly, social media can work wonders at bringing potential customers to your business. Use this page to get clear on what you want to achieve with social media.

How much growth would you like to see in your social media in 6 months?

1 year?

What kinds of things do you want your audience to gain from your social media?

What kinds of things do you want to gain from your audience through your social media?

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Who Are You/What Is Your Brand?

It's important to have a very consistent and recognizable identity across all your online presence. This helps you to build trust with your audience, and allows them to get to know you better. It also helps you to stay focused on the goals of your business, and keeps you from getting sidetracked. Map out a clear identity for your brand/business, and what makes you stand out from others.

How would you describe your brand's voice?

What problems does it solve?

If your brand were an actor/actress, who would it be?

If your brand were a vehicle, what kind would it be?

If your brand were a candle, what scent would it be?

What makes your brand stand out from other brands in the same niche?

How are you different from the other people/creators in your brand's niche?

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

What Is Your Competition Doing?

In the last exercise, you wrote down what sets you apart from your competition. However, their ways of doing things can still benefit you. By observing what they do best, you can build strategies to do better. Instead of seeing your competition as a threat, see them as opportunities to help you improve. Use the space below to reflect on some of the ways your competition's social media can inspire your own to be better.

What do you feel your competition does better than you?	How can you do better?

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

How Do You Compare?

On a scale of 1-10, how well do you think you rate for the following:

Products/Services 1 2 3 4 5 6 7 8 9 10

How can you improve?

Customer Service 1 2 3 4 5 6 7 8 9 10

How can you improve?

Design 1 2 3 4 5 6 7 8 9 10

How can you improve?

Marketing 1 2 3 4 5 6 7 8 9 10

How can you improve?

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

How Do You Compare?

On a scale of 1-10, how well do you think you rate for the following:

Ads 1 2 3 4 5 6 7 8 9 10

How can you improve?

Video Quality 1 2 3 4 5 6 7 8 9 10

How can you improve?

Posting Consistency 1 2 3 4 5 6 7 8 9 10

How can you improve?

Engagement 1 2 3 4 5 6 7 8 9 10

How can you improve?

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

How Do You Compare?

On a scale of 1-10, how well do you think you rate for the following:

Other 1 2 3 4 5 6 7 8 9 10

How can you improve?

Other 1 2 3 4 5 6 7 8 9 10

How can you improve?

Other 1 2 3 4 5 6 7 8 9 10

How can you improve?

Notes

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Which Platforms Are Best For Your Business?

Not every social media platform is a good fit for every business. For example, if part of your business is filming quick and easy creative process tutorials, Instagram and/or TikTok might be great. On the other hand, LinkedIn is not a good platform for that kind of content, and caters more to professional content like articles and/or white papers. Consider what kind of content you would like to post, and which platforms are best-suited for it.

What kind of content are you planning to post to your social media?
(Educational, fun, tutorials, basic niche info, quick thoughts, photos, etc.)

Are you planning to do videos, and how long would they be?

Will you be posting things your audience can interact with?

☐ Yes ☐ No

Which social media platforms do you immediately think of using for your brand?

☐ Facebook	☐ Instagram	☐ Twitter	☐ TikTok
☐ Snapchat	☐ YouTube	☐ Pinterest	☐ LinkedIn
☐ _____	☐ _____	☐ _____	☐ _____

Which platforms do your audience gravitate towards?

☐ Facebook	☐ Instagram	☐ Twitter	☐ TikTok
☐ Snapchat	☐ YouTube	☐ Pinterest	☐ LinkedIn
☐ _____	☐ _____	☐ _____	☐ _____

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Usernames

> Now that you know which social media platforms fit your business best, it's time to choose a good username that's available across all of them. It's important to have consistent usernames so that your audience and potential customers can find you. Brainstorm some possible usernames, to check each platform for their availability

Username: _____

Available

- ☐ Facebook ☐ Instagram ☐ Twitter ☐ TikTok
- ☐ Snapchat ☐ YouTube ☐ Pinterest ☐ LinkedIn
- ☐ _____ ☐ _____ ☐ _____ ☐ _____

Username: _____

Available

- ☐ Facebook ☐ Instagram ☐ Twitter ☐ TikTok
- ☐ Snapchat ☐ YouTube ☐ Pinterest ☐ LinkedIn
- ☐ _____ ☐ _____ ☐ _____ ☐ _____

Username: _____

Available

- ☐ Facebook ☐ Instagram ☐ Twitter ☐ TikTok
- ☐ Snapchat ☐ YouTube ☐ Pinterest ☐ LinkedIn
- ☐ _____ ☐ _____ ☐ _____ ☐ _____

Username: _____

Available

- ☐ Facebook ☐ Instagram ☐ Twitter ☐ TikTok
- ☐ Snapchat ☐ YouTube ☐ Pinterest ☐ LinkedIn
- ☐ _____ ☐ _____ ☐ _____ ☐ _____

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Profile Pictures & Banners

Just like your social media username, consistent profile pictures and banners across every network is another way to make yourself easier to find and be recognized by your audience. Your social media is as much a part of your branding as every other part of your business, so make sure that the images you choose are complimentary of your colors, style, voice, brand identity, logo, and website. Brainstorm what you want to use for profile pictures and banners.

Do you have a logo you can use for your pfps? ☐ Yes ☐ No

Do you want to use your real face for your pfps? ☐ Yes ☐ No

Do you have an avatar you can use for your pfps? ☐ Yes ☐ No

What kind of design do you envision for the cover photos/banners on your social media profiles?

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Who Is Your Target Market?

> Knowing who you are speaking to helps you create content that resonates with them. Create a customer persona (or more than one) for the people you want to reach and your products will serve.

Name: _____

Age: _____

☐ Married ☐ Single ☐ With Someone ☐ Other _____

Occupation

Income range

Hobbies

Challenges

Life Goals

Values

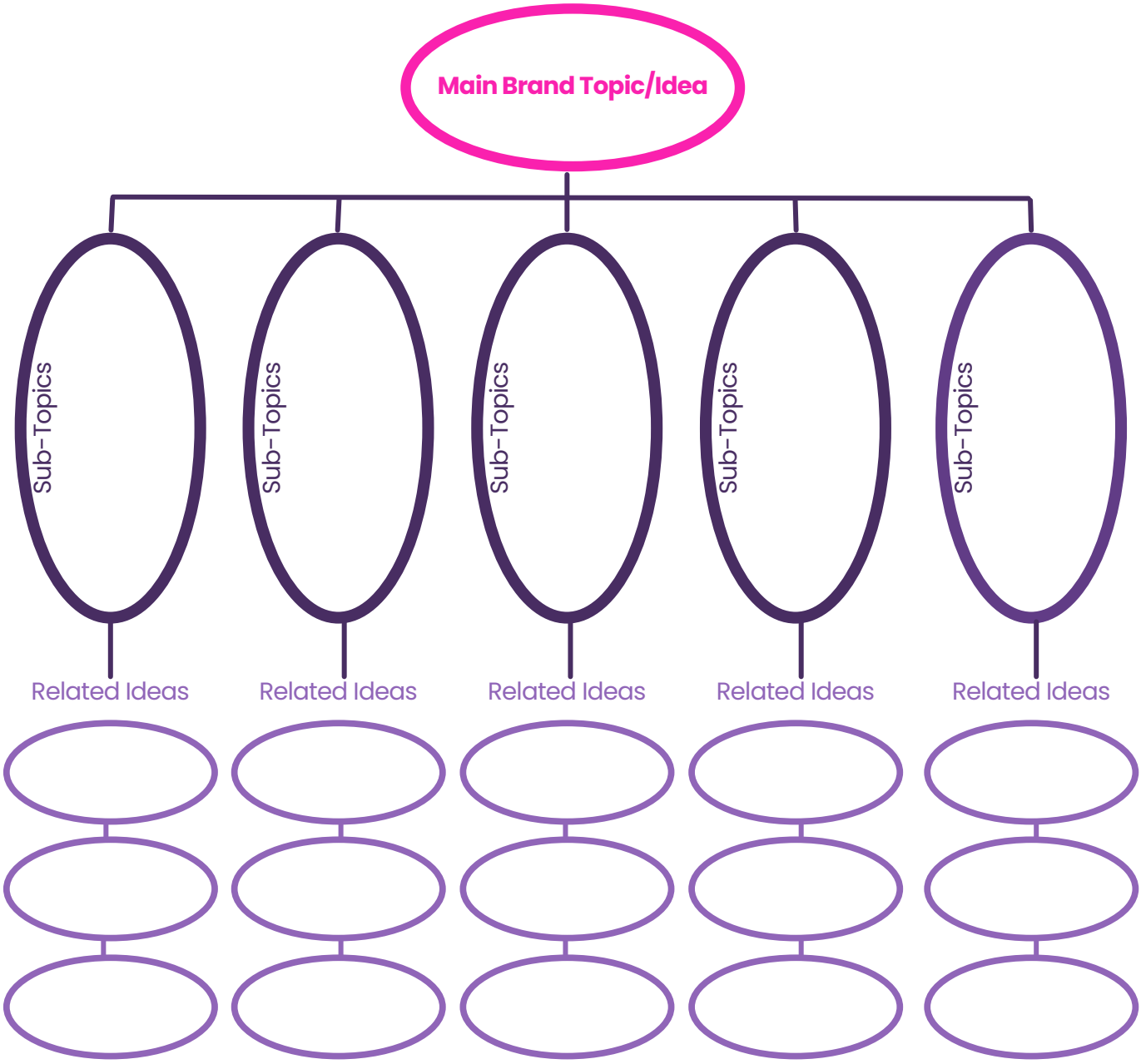
Day-In-The-Life

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Your Content

The type of content you post on your social media pages is how your audience gets to know you. Now that you know who your target market/audience is, it's much easier to plan social media content. It's a good idea to develop a posting theme(s), as well as a list of ideas of what each post should be about. Here, create some content themes and a list of topics you would like to regularly post to your social media.

Content Ideas



Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Holidays & Special Events

Depending on your niche and brand, you may want to celebrate certain holidays, or special events throughout the year. This is another great way to connect with your audience and what matters to them. So you don't miss out or end up rushing a post for a holiday or event, it's good to make a plan. Create a list of holidays and/or special events that you want to celebrate or focus on.

Holidays & Special Events

American	European	Asian

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Holidays & Special Events

Depending on your niche and brand, you may want to celebrate certain holidays, or special events throughout the year. This is another great way to connect with your audience and what matters to them. So you don't miss out or end up rushing a post for a holiday or event, it's good to make a plan. Create a list of holidays and/or special events that you want to celebrate or focus on.

Holidays & Special Events

African	Austrailian	Special Days

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

30-Day Posting Schedule

Now that you know some themes, topics, and holidays/events you would like to post about, you can create a posting schedule so you can develop consistency in your posts. Create a 30 day posting schedule that includes any themes, topics, or holidays/events from the past two pages.

Month: _____

Theme: *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*
Theme: *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*
Theme: *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*
Theme: *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*
Theme: *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*	*Theme:* *Topic:*

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Review Your Analytics

Most social media platforms have some basic analytics like link clicks, profile visits, follows, likes, and more. These kinds of insights can help you to see which posts your audience engages with the most, along with time of day and/or days of the week perform best for you. Use the space below to track your analytics, and make notes about possible changes you can make to your posts and/or posting schedule.

Date: _____

Platform: _____ **Audience size:** _____

Observation from analytics: _____

_____

What to improve or try: _____

_____

Platform: _____ **Audience size:** _____

Observation from analytics: _____

_____

What to improve or try: _____

_____

Platform: _____ **Audience size:** _____

Observation from analytics: _____

_____

What to improve or try: _____

_____

Platform: _____ **Audience size:** _____

Observation from analytics: _____

_____

What to improve or try: _____

_____

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Audience Engagement Plan

Hosting giveaways/contests, creating polls, and even straight up asking for feedback are all ways that you can encourage more engagement with your audience. Brainstorm some ways you would like to engage with your audience.

What ways would you like to engage with your audience via social media?

- ☐ Giveaways
- ☐ Contests
- ☐ Polls
- ☐ Feedback
- ☐ Fun Questions
- ☐ Mini Quizzes
- ☐ Puzzles
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____
- ☐ _____

What do you need to implement?

Make a plan when you will do this:

Activity: _____

Dates: _____

Notes: _____

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Influencer Engagement Plan

> It's a good idea to interact with other accounts who have audiences you'd like to reach. You'll want to comment on their posts, follow, and engage with their content. Research other accounts you can engage with to possibly grow your audience.

Which profiles in/related to your niche can you interact with to boost engagement?

Username: _____

Real name: _____

What is their focus?

_____

_____

_____

_____

_____

_____

_____

_____

How can you work with them?

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Influencer Engagement Tracker

> Now that you know who you want to follow and engage with, you'll want to make sure your engagement with them is consistent so they and their audience will notice you as a "regular". Track your engagement here.

Month: _____

Influencer: _____

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31

Influencer: _____

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31

Influencer: _____

1 2 3 4 5 6 7 8 9 10 11
12 13 14 15 16 17 18 19 20 21 22
23 24 25 26 27 28 29 30 31

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Monetization Ideas

Social media isn't just about bringing awareness to your business. You can monetize it like posting affiliate links, tag brands and products you use, sell products directly and much more. Keep in mind that all these things take time, but if you stick to a consistent strategy, it can pay off. This is another reason to keep your brand consistent and recognizable. As you build up your socials, engage, and maintain consistency, you become more likely to get noticed, and be approached by other brands as well. Come up with some ways you would like to see your social media bring in money

What ways would you like to try to monetize your social media accounts?

Which brands and products do you love to use that are related to your niche?

What other brands would you consider collaborating with for affiliate products?

What do you have or can you create to sell via social media?

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Budget & Expenses

As you grow you may want to use scheduling or analytics tools that cost extra. You might also want to run ads or use strategies that cost you money. On this page, consider how much money you are willing to budget monthly for growing and keeping track of your social media profiles.

What is your monthly income?

What do you spend on social media now each month?

How much can you allocate to spend on social media every month?

How much growth over each month makes that amount justifiable?

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Management Tools

Now that you know how much money you are willing to spend on social media management tools and possible ads/boosts, you can now more easily search for the tools within your budget. You can also use this time to think about what features you need. Create a checklist of features that you need, and tools you are interested in.

What kinds of features and analytics do you want your social media management tools to include?

- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

What tools do you already have in mind?

- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____
- [ ] _____

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

About Coach Cheryl

Hey Coach Cheryl here! I'm the Founder and CEO of Successful Coaches Enterprise LLC, where I've been pouring my heart into coaching for 14 amazing years. After navigating the roller-coaster ride of the corporate world for over 25 years, I've combined all those hard-earned insights with online strategies to whip up my own secret recipe for success in my programs inside the Coaching Biz Academy.

From speaking on international stages to interviewing the who's who of the industry on my own podcast, "Master Your Coaching Biz, The Podcast" I've been lucky to connect with incredible people all over the globe. Every conversation, every shared strategy is a step towards driving growth and sparking aha-moments for both personal and business development.

I absolutely love to roll up my sleeves and help coaches, consultants, and service providers start and grow their businesses. There's nothing more thrilling than watching you bloom and succeed in your journey. After all, I firmly believe in the power that resides in each of us, and I'm on a mission to unlock that in everyone I work with, one success story at a time. Let's do this together! I would love to invite you to a FREE ***Business Breakthrough Session*** to help you bust through any blocks you may be experiencing in your business. **CLICK HERE** to schedule it!

To Your Success!
Cheryl Thacker. PCC, BCC
SUCCESSFULCOACHES.COM

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.

Need support? I'd love to help!

MY PROGRAMS

DETAILS FOR EACH TIER

COACHES LAUNCH LAB

Coaches Launch Lab

A community where you can learn the steps to build an audience of raving fans who want to work with you, create an offer that has them raising their hands, and deliver your program providing amazing transformation for your clients.

$27
/ MONTH

- Doors always open
- Cancel anytime
- Money back guarantee

READ MORE

Pro-Coach COLLECTIVE

Pro-Coach Collective

An elevated experience for coaches who are looking to take their business growth to the next level, with advanced strategies and tactics to help you scale your business.

$77
/ MONTH

- Waitlist only
- Cancel anytime
- Money back guarantee

READ MORE

CBA Coaching Biz Accelerator

Coaching Biz Accelerator

A group coaching program to build a successful, sustainable business so you can serve your clients in the best way possible and create the freedom you crave in your life.

$1777
PAYMENT OPTIONS

- Doors always open
- Cancel anytime
- Money back guarantee

READ MORE

Copyright © 2023 Successful Coaches Enterprise. All Rights Reserved.