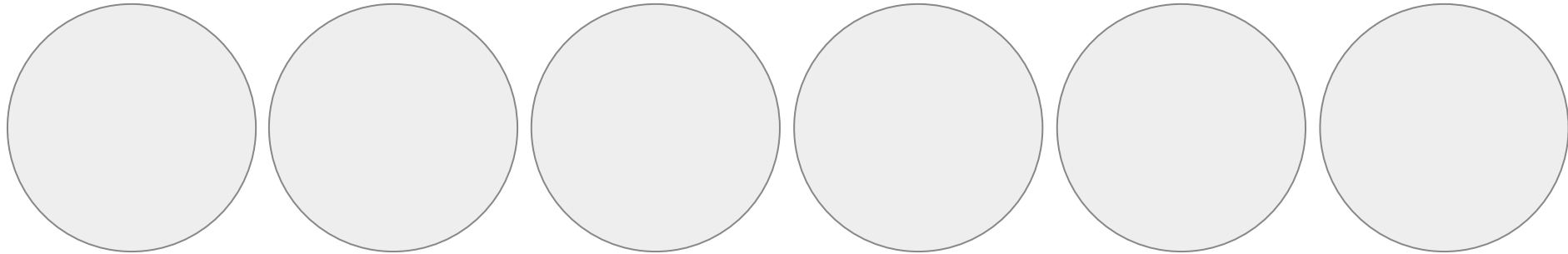


ORGANIZING AND PLANNING YOUR SOCIAL MEDIA CONTENT

CONTENT PILLARS

Pillars are categories or themes that all of your social media content should fall into. buckets to put your content into. If a post or idea doesn't fit into one of your pillars, it likely isn't relevant or "on brand." Some businesses only need 4 pillars, others need as many as 7.

Example pillars: About Us, Tips, Fan Content, The Products, The Services, Testimonials, Promotions, Community Support. Use the circles below to create some pillars for your business.

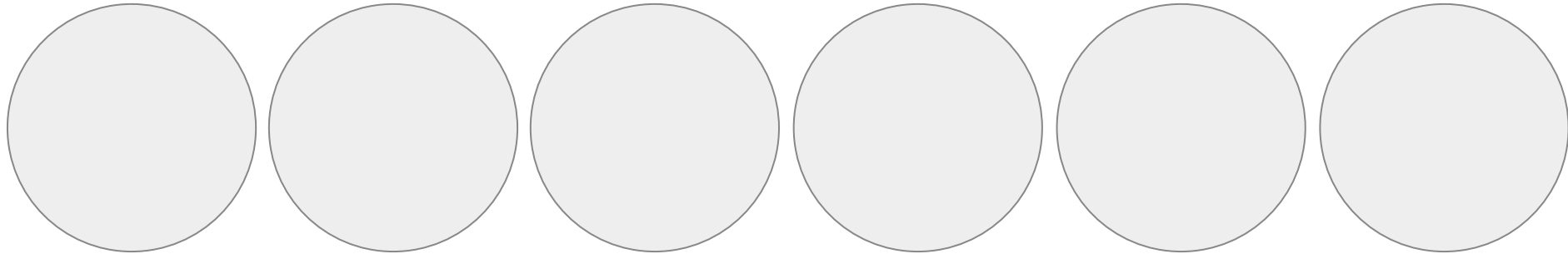


ORGANIZING AND PLANNING YOUR SOCIAL MEDIA CONTENT

WEIGHT

Assign a weight or a percentage to each pillar. The higher the percentage, the more important the pillar and the more often you should post content from that pillar. This will help you map out your week or month of social media content.

Make sure all of your percentages add up to 100%.



ORGANIZING AND PLANNING YOUR SOCIAL MEDIA CONTENT

POST IDEAS

Spend some time brainstorming post ideas that fall under each pillar. These ideas will help you when you're planning out your posts for the week or month. Use the following pages to brainstorm your post ideas. Here are a few examples to get you started.

Pillar: About Us

- Behind the scenes of the business
 - What are we doing today?
 - How do we prepare for a work day?
 - Funny thing that happened today
 - Surprising facts about the business
- Employee profiles
- Why we started the business
- What we enjoy about the business
- Our favourite . . .
- Anniversaries, milestones, awards

Pillar: The Product (could be interchanged with The Service)

- New product releases
- How is it made?
- Educating people about the product
- Benefits of using the product
- Showcasing different varieties
- Why should you choose this product?
- Ask questions about product innovation
 - Should we try this or that next?
 - What variety would you like to see next?
 - Do you like this colour or that colour?

PILLAR 1

_____ (_____ %)

This pillar is all about _____

TYPES OF POSTS

- _____
- _____
- _____
- _____
- _____

PILLAR 2

_____ (_____ %)

This pillar is all about _____

TYPES OF POSTS

- _____

- _____

- _____

- _____

- _____

PILLAR 3

_____ (_____ %)

This pillar is all about _____

TYPES OF POSTS

- _____
- _____
- _____
- _____
- _____

PILLAR 4

_____ (_____ %)

This pillar is all about _____

TYPES OF POSTS

- _____
- _____
- _____
- _____
- _____

PILLAR 5

_____ (_____ %)

This pillar is all about _____

TYPES OF POSTS

- _____

- _____

- _____

- _____

- _____

PILLAR 6

(_____ %)

This pillar is all about _____

TYPES OF POSTS

- _____
- _____
- _____
- _____
- _____