


**KATE**  
**& COMPANY**  
marketing + collaboration



## **VIDEO 1:** **SOCIAL MEDIA PLANNING**

---

KateCallab.com  
Kate@KateCallab.com  
 @KateCoMarketing  
530.624.2770

# VIDEO 1: SOCIAL MEDIA PLANNING



## Page 1: Topic Notes

We know how life works in the small business world. Ideas and notes are so often scattered on random Post-Its, leaked onto the back of employment paperwork, and/or left on random pages in five different pads. Let us get you organized and tidied up a bit. Print out our dandy little notes page to keep you on track, focused, and moving forward. #wegotyoub



## Page 2: Business Brainstorm

It's BIG picture time. Here are a few of our favorite questions that we ask ourselves, our business friends, and other industry colleagues to help gain clarity during our branding process. Take a moment to reflect on these "asks" and jot out your thoughts. We promise this step will pay you back in spades in the long run.



## Page 3 & 4: Planning Organizer (Weekly & Monthly)

If you have a strong social game, you already have your system established. Let's face it. The routine is what makes you GREAT. However, if you are just beginning, let us give you a hand up. Here are a few organizers that kept us focused and consistent when we began our social media process. We offered two options - feel them out and choose what is right for you and your brain. Simply print out these calendars and pen out your ideas old school style. When you establish a workable flow, you can attempt online planning or more advanced scheduling systems. (Yes, we promise to share in future videos.)



## Page 5: Monthly Check-In

Looking at your work critically is not always easy. First, finding the time is often a challenge. However, we are going to combat this excuse with the notion that you can't afford to NOT take the time. Also, scrutinizing your missteps isn't the most fun thing in the world. As we've said before, blunders are part of the process. Evaluating your failures as well as your successes (yes, there will be lots) will be game-changing. We urge you to take a moment at the end of each month to assess your branding journey. Once you find your stride, the sky is the limit.



Note To Self



TOPIC/VIDEO:

DATE:

Questions



Epic Ideas



My Tasks





1. *What do I want to be known for?*
2. *What problem am I solving for my customers?*
3. *Who is my dream customer?*
4. *What drives us to be better?*
5. *What sets us apart from our competition?*



MONDAY

/ /

TUESDAY

/ /

WEDNESDAY

/ /

THURSDAY

/ /

FRIDAY

/ /

SATURDAY

/ /

SUNDAY

/ /

Note To Self

Large empty rectangular box for writing notes.

Epic Ideas

Large empty rectangular box for writing ideas.

My Tasks

Large empty rectangular box for writing tasks.

# MONTHLY PLANNER



MONTH:

S

M

T

W

T

F

S


Note To Self



Epic Ideas



My Tasks





DATE:

1. *How do our social media posts align with our values?*
2. *Which posts are doing an adequate job of creating brand awareness?*
3. *How can we better stimulate social engagement?*

*Epic Ideas*



4. *According to the data, where should we spend the majority of our time in order to reach our current and future customers?*
5. *Are there any changes I need to make to my posting routine to make it more efficient and manageable?*

*My Tasks*

