Social Media Content Planning Workbook

A practical way to choose topics,
organize production and review response.

WHERE YOUR BUSINESS COMES TO LIFE!

01 / CONTENT DIRECTION

A content plan starts with the customer

01	**The audience**	Who should understand the post and why would they care?
02	**The business goal**	What should content support: awareness, inquiries or customer education?
03	**The next action**	What should someone do after viewing a useful post?

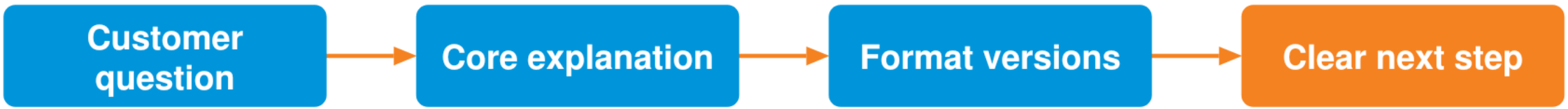
02 / TOPIC DEVELOPMENT

Content themes your team can reuse

Content theme	A useful topic	Possible format
Customer questions	A common service question	A short video or explainer
Your process	What happens before a project	A visual walkthrough
Your work	An approved example of work	A portfolio post
Your offer	A service and who it helps	A focused service post

03 / CONTENT PRODUCTION

One useful idea can support several formats



Choose one buyer question.

Write a useful answer.

Create video, image or text.

Link to the service page.

Adapt each version to the channel rather than posting identical copy everywhere.

04 / ILLUSTRATIVE SCHEDULE

An example weekly content rhythm

Content slot	Suggested topic	Action to support
Early week	Answer a buyer question	Read the related service page
Midweek	Show a step in your process	Understand how a project works
Later week	Share an approved work example	Review relevant capabilities
Optional follow-up	Explain a specific service	Request a consultation

This is a planning example. Choose a cadence your team can maintain.

05 / CONSISTENCY AND QUALITY

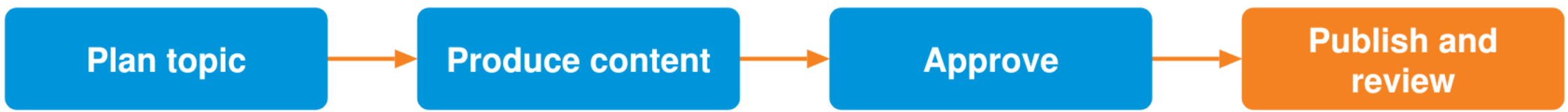
A simple approval workflow

Before production

Confirm the topic and audience.
Use the approved brand assets.
Check the service information.

Before publishing

Review names, links and captions.
Get approval for client examples.
Confirm the call to action.



06 / LEARNING FROM CONTENT

A content review worksheet

Question	What to record	Next decision
What did we publish?	Topic, format and channel	Which ideas deserve a follow-up?
Who responded?	Relevant questions and inquiries	What does the audience need?
What happened next?	Website actions or conversations	Is the next step clear?
What can we maintain?	Time and production effort	Which cadence is realistic?

YOUR NEXT STEP

Content that supports your offer

Required Marketing Group supports social management, content creation, short-form video and influencer support. Bring your customer questions and service priorities.



Request a consultation

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