



YOUR PERMISSION TO DO LESS:

COMMUNITY CONNECTION WORKSHEET

Step 1: Identify Your Core Audience

Who are you actually talking to on social media?

List 2–3 audience types that follow you or you want to attract:

Step 2: Understand Their Needs

What are the top 3 things this audience wants from you? (Think: education, tips, behind-the-scenes, inspiration.)

Step 3: Audit Your Current Content

Which types of posts do they engage with the most?

(Check any that apply)

- Carousel posts
- Reels or videos
- Stories/polls
- Behind-the-scenes content
- Educational/how-to posts
- Personal storytelling posts

Step 4: Map 3 Connection-Driven Content Ideas

Now, create content ideas that solve their problems or add value.

Keep them simple and purposeful.

Step 5: Simplify Your Posting Plan

Decide how you'll show up intentionally without digital overwhelm:

- I will post _____ times per week.
- My focus will be on these platforms: _____.
- My goal is to connect by: _____.