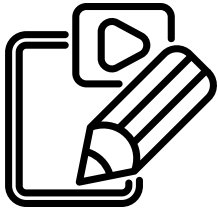


Step 1: Set Your Goals

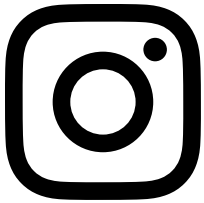


Define what you want to achieve (brand awareness, leads, sales, community, etc.)



Align your content with business objectives

Step 2: Choose Your Platforms



 **TikTok**



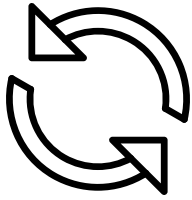
 **YouTube**

List the platforms you'll use (Facebook, Instagram, LinkedIn, TikTok, etc.)



Note any platform-specific requirements (image sizes, hashtags, video length)

Step 3: Plan Your Content Mix



Rotate between content types: stories, promos, education, testimonials, behind-the-scenes, local highlights



Use your brand's mix: e.g., 40% showcases, 25% local, 20% guest experiences, 10% tips, 5% BTS

Step 4: Pick Posting Frequency & Times

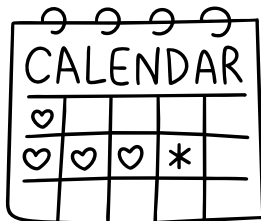


Decide how often you'll post on each platform

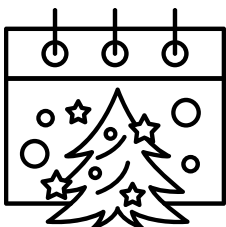


Schedule posts for peak engagement times (use insights/analytics)

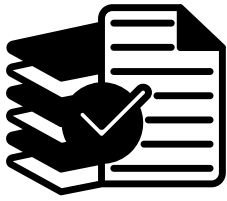
Step 5: Map Out Your Month/Week



Use a calendar (digital or printable) to plan posts by day



Add holidays, events, and special campaigns



Batch-create graphics, videos, and captions in advance

Step 6: Track Performance



Monitor engagement, reach, and follower growth weekly or monthly



Adjust your calendar based on what works best

Pro Tips



Use tools like Canva, Sendible, or Google Sheets for easy planning



Repurpose content across platforms (tweak for each audience)



Leave space for timely or trending posts