



Social Media Content Planning Guide

1. Identify Key Business Themes

Start by listing out 3–5 main themes or topics that reflect what your business stands for.

Examples might include:

- Customer Success
- Product Features
- Industry Insights
- Behind the Scenes
- Educational Tips

2. Define Audience Interests

List 3–5 things your target audience cares about or wants to know. Consider their interests, challenges, or common questions. Examples:

- Learning new skills related to your field
- Success stories or testimonials from people like them
- Fun facts, tips, or hacks that make their life easier
- Trends in the industry

3. Map Content Ideas to the Month

Take each of these content ideas and assign them to days of the week. Think about balance – mix up the goals so you're not just promoting but also educating and engaging.

4. Consider a Personal Touch

Sprinkling in a few more personal posts can create a well-rounded brand that feels authentic and approachable. By sharing glimpses of the human side behind your business, you can foster trust, build relatability, and keep your content diverse and engaging. Here are some ways to do this effectively. Here are a few ways to do this:

- Favorite local businesses or restaurants
- Events you sponsor or participate in
- Hobbies (Ex. do you love to hike and have recommendations?)
- Share team highlights (birthdays, promotions, simple intros)
- Share hurdles and how you've overcome them

5. Add Seasonal Topics, Upcoming Events

Finally, consider any relevant holidays, seasons, or events. How can you create timely content that aligns with these? Examples:

- New Year: "Our top three digital marketing resolutions to boost your business this year."
- Summer: "Best ways to refresh your website for a mid-year check-in."



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Sample Brainstorm Result

When To Post	Theme	Content Idea
Week 1	Seasonal Content	“Get ready for the holidays with our social media strategy checklist!”
Week 2	Customer Success	Share a client testimonial with a photo or quote graphic to highlight a recent success story
Week 3	Personal Touch	Share a favorite local spot (e.g., coffee shop or park) with a personal story on why you love it
Week 4	Product Features	Post about how a specific feature of your service works and how it benefits clients
Week 5	Customer Success	Highlight another testimonial or success story showcasing how your services made an impact
Week 6	Behind the Scenes	Show a quick behind-the-scenes look at your team or work environment
Week 7	Personal Touch	Share a photo of a recent team outing or favorite hobby with a quick story
Week 8	Product Features	Spotlight a lesser-known feature or service and how it solves common customer problems

This calendar maintains a dynamic, well-rounded approach, with seasonal content kicking off the schedule and a mix of other themes to engage followers. With this plan, you now have **two months’ worth of content ideas** to keep your social media fresh and engaging, ensuring you have a balanced mix of posts for both business and personal connection.

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