SYSTEMS SUNDAY

Downloadable

Finding Your Core Content

Exercises

Brought to you by



#1: Make a list of 1-3 core topics you want to cover in your social media content every month

Takes notes about specific titles, text, or images you'll want to use for each topic.

| Core Topic #1: |
|----------------|
| Notes: |
| |
| |
| |
| |
| |
| |
| |
| Core Topic #2: |
| Notes: |
| |
| |
| |
| |
| |
| |
| |
| Core Topic #3: |
| Notes: |
| |
| |
| |
| |
| |
| |
| |

#2: Figure out how many posts you'll need for the month and set a posting schedule

| | | Friday | Saturday |
|--|--|--------|----------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |