



The Basics **Post Topic: Publish Date: Audience/Purpose Buyer's Journey** Post goals: Consideration Inspire evangelists Create awareness Drive conversion (decision stage) (advocacy stage) (awareness stage) Generate demand Delight customers Retention/Check-up (keep top of mind) Advocacy (consideration stage) (adoption stage) is this post... Useful* Promotional About your company/culture (70% of posts should be useful) (20% of all posts should be promotional) (10% or less of posts should be company specific) *Useful = Will it drive people to your website? Will it drive social engagement (likes, shares, reposts, comments, etc)? What's the purpose of this post: What I want readers to get out of this post: Personas reached: Persona Name: Descriptor 1: Descriptor 3: What does each persona struggle with? Persona Name: Pain Point 1: Pain Point 2: Content Type of content: ■ Blog Outreach Content Offer Event Promo Offer Our brand voice is... Character: . Language: (friendly, warm, inspiring, playful, authoritative, professional) (complex, savvy, insider, serious, simple, jargon-filled, fun, whimsical)

Purpose: .

(engage, educate, inform, enable, entertain, delight, sell, amplify)

(personal, humble, clinical, honest, direct, scientific)

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Possible relevant keywords or hashtags:	
What can this post help each persona with? Note: May not be applicable to all	
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Persona Name:	-
Problem:	-
Solution:	_
What do I want readers to do next, what is my CTA?	

Social Media

FACEBOOK	
Post at (time): Recommended character ler	nath: 40
Max character length:	63,206
FB post copy:	
Recommended image size:	1200 x 630
	Post complete?

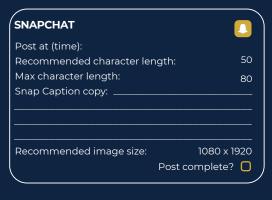


YOUTUBE	
Post at (time):	
Recommended character ler	ngth: 157
Max character length:	5000
FB post copy:	
Recommended image size:	1280 x 720
	Post complete?









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Post at (time):	
Recommended character ler	ngth: 40
Max character length:	4000
Tiktok Caption copy:	
Recommended image size:	1080 x 1920
	Post complete?

QUORA	Q	REDDIT	₩
Post at (time):		Post at (time):	
Recommended character length:	150	Recommended character length:	60-80
Max character length:	250	Max character length:	40,000
Quora post copy:		Reddit post copy:	
Recommended image size: 6 Post compl	500 x 315 lete?	_	1600 x 900 nplete?
WHATSAPP		TELEGRAM	
Post at (time): Recommended character length:	1024	Post at (time): Recommended character length:	60-300
Max character length:	65,536	Max character length:	4096
Message copy:		Telegram copy:	
Recommended image size: 80	00 x 800	Recommended image size:	512 x 512
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