



Questions to help you preparing content planning

Important questions

1. What is your short-term goal?
2. What emotions do you hope to convey through your 3. brand's visuals and messaging?
4. Call to Action
5. Public holidays, special event

How-to-do

5. What realistic resources do we have?
6. Who should set up and maintain my company's social media accounts?
7. What is the workflow from content creation to publication?
8. How does social media fit with our other campaigns?

