

A Guide to Your Custom Social Media Plan

This is a step-by-step guide to building your blueprint

1. Write down your organization's goal

Organization's goal

2. Write down your daily post topic

(Example: Encouraging post, Educational post, Inspiring post, Promotion post)

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

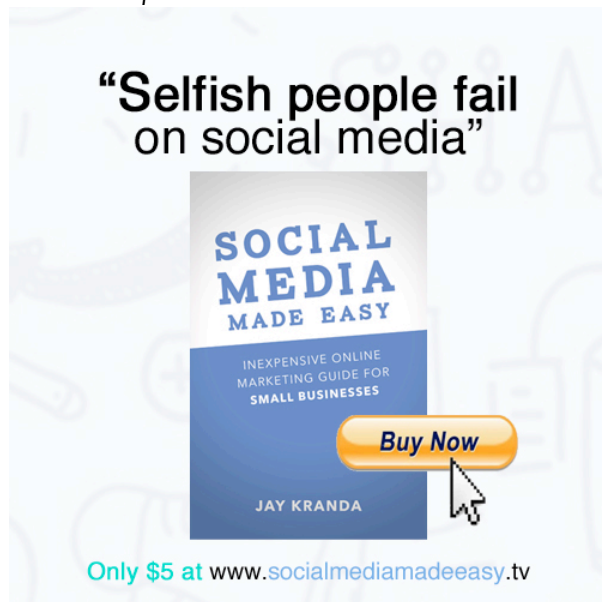
3. Pick the time and/or times for each post

(Example: Monday at 10:00 am Self-promotion post)

Day/Time	Use Answers from Step 2

4. Build your photo template

**Put together a template in Photoshop you can reuse over and over again like the example below.*



5. Let's schedule your important social media appointments

When will you write 7 to 10 posts every week?

_____.

When will you daily engage on your accounts?

_____.

**Put your appointments in your schedule*

6. List three competitors in your organization's field of expertise

1. _____.

2. _____.

3. _____.

**Do the research to see what each of these competitors are doing on Facebook, Twitter, Instagram, Pinterest, Google+, and LinkedIn.*

7. Never stop learning and engaging on your social channels

To learn more about social media tips and tricks buy my ebook on SocialMediaMadeEasy.tv, listen to the [SocialMedia.Church Podcast](http://SocialMedia.ChurchPodcast.com) weekly, and follow my blog at JayKranda.com.

Sincerely,

Jay Kranda
[@jaykranda](https://twitter.com/jaykranda)

