

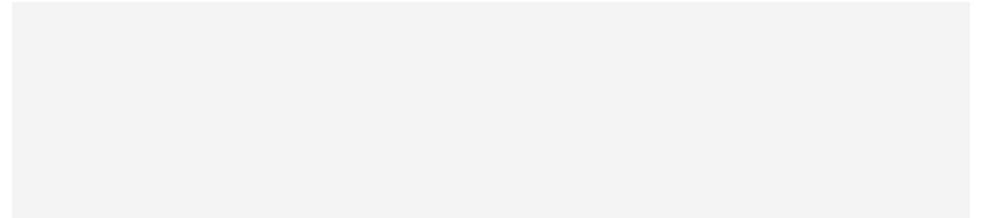
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SOCIAL MEDIA BLOG NEWSLETTER E-COURSE OTHER

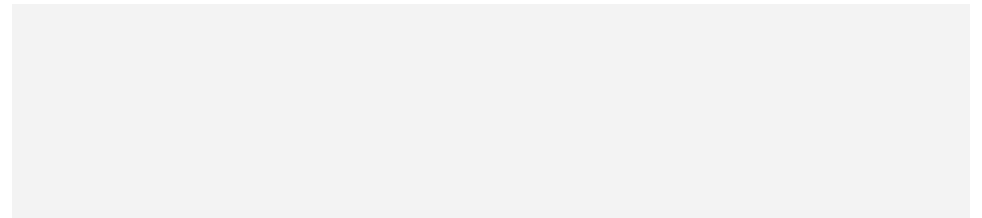
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY

# Content Fundamentals

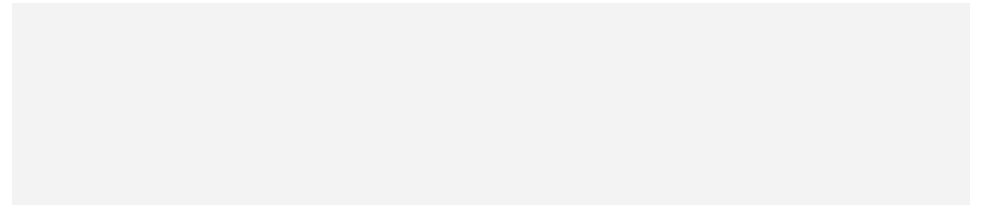
**Post Topic:** What purpose does this post serve? What is the main topic? Is the topic strong enough? Does it help your audience? How? How can you connect with your audience on a deeper level? Does this topic relate to your brand's purpose? Consider these things when crafting your perfect post.



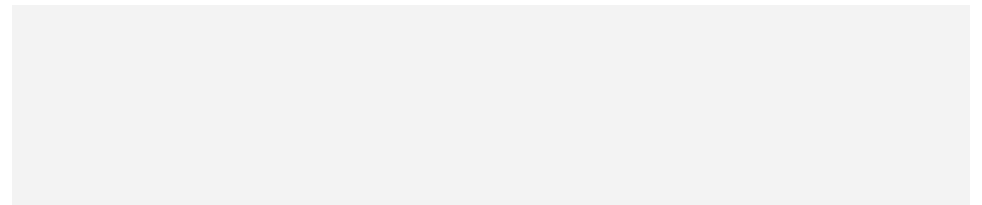
**Post Goals:** What are the specific metrics you would like to reach with this post? Are your metrics lacking in a certain area? Can this post help with that? Does this post drive conversation between you and your audience? Consider these things when crafting your perfect post.



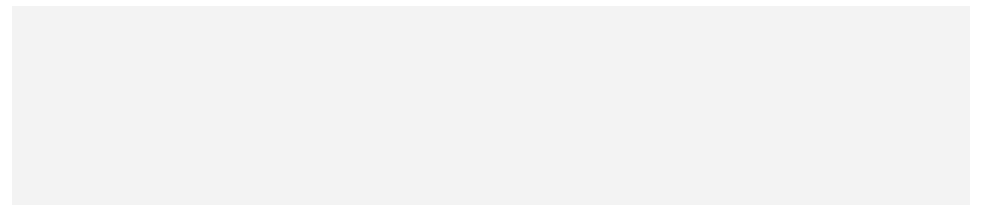
**Post CTA:** What steps do you need to convince your audience to take next? What do you need to include to make sure this happens? Does your CTA stick out like a sore thumb? Consider these things when crafting your perfect post.



**Post Imagery:** Is your imagery high quality? How can you make it better? Does the imagery fit your brand? Is the imagery intriguing and engaging enough? Consider these things when crafting your perfect post.



**Post Copy + #'s:** Does your caption flow? Does it fit your brand's voice, intrigue your readers, and drive conversation? Are your #'s good, popular, and formatted for the platform? Consider these things when crafting your perfect post.



## Content Checklist

- I have selected a really good topic
- I know my audience well
- My goals are specific and measurable
- The content isn't too long or too short
- I used an appropriate number of hashtags
- There is a carefully crafted call to action included
- This content drives conversation
- This content is intriguing to my audience
- The imagery is PERFECT and has a purpose
- The overall post tells a story
- My brand's purpose aligns with this post
- The content helps my audience
- I have proofread this content 3 times
- This post improves my metrics
- The CTA is clear to my audience
- The copy flows nicely and creates emotion
- There is nothing I could do to improve this post
- My hashtags or keywords are well thought out
- I tried to use some trending hashtags (if possible)
- All tagged accounts link to the correct profile
- I debated what format works best (video/photo/etc.)
- I have scheduled out this content
- I am proud of this content
- There is nothing I would change about this post
- I'd be okay if anyone I knew saw this post
- I updated my content calendar
- I took a breathe... and then a sip of coffee
- I completed this project!

*Notes:*

## How to Use This Guide:

Whenever you create content for your brand, feel free to refer back to this guide. Use the calendar to plan out an entire month's worth of content at once. This helps you visualize your campaigns better and understand what to post and when. We suggest referring back to the content fundamentals page as often as possible. Take a look at it before you begin or while you are revising a project. Fill it out once and expand on it, or quickly fill it out for each project to get your mindset right. Once you're ready to wrap up a project, run through the content checklist to make sure everything has been done right. Feel free to add in your own tasks or notes in the shaded section. Go forth and do good things with your words, my fellow content creators!