

# Social Media Goal Planner

## OVERVIEW:

Utilizing social media for your business can be extremely beneficial. However, if you don't prioritize your time, you can end up wasting your workday scrolling aimlessly through your newsfeed.

*Use this planner to help you stay focused and reach your social media goals.*



## WHAT'S INCLUDED:

- **Social Media Goal Planner**  
*Reaping the benefits of social media is easy when you jot down your goals and to-dos.*

# plan your day

The key is to **listen, engage, and build relationships.**

\_\_\_\_\_   
 (day • month • year)

6:00  
7:00  
8:00  
9:00  
10:00  
11:00  
12:00  
1:00  
2:00  
3:00  
4:00  
5:00  
6:00  
7:00  
8:00  
9:00  
10:00  
11:00

## ABSOLUTELY MUST DO TODAY:

1

2

3

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# plan your day

Bring the **best of your authentic self** to every opportunity.

\_\_\_\_\_   
 (day • month • year)

6:00  
7:00  
8:00  
9:00  
10:00  
11:00  
12:00  
1:00  
2:00  
3:00  
4:00  
5:00  
6:00  
7:00  
8:00  
9:00  
10:00  
11:00

## ABSOLUTELY MUST DO TODAY:

1

2

3

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

notes: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

*Daily Suggestions:*

- Reply to incoming messages
- Engage with 10 non-followers
- Check current trending topics
- Engage with 10 active followers
- Schedule posts

plan  
your  
week

(dates this week)

GOALS THIS WEEK:

1

2

3

monday

tuesday

wednesday

thursday

friday

saturday

sunday

Weekly Suggestions:  Connect with influencers in your industry  Check analytics and adjust scheduling/topics as needed  Check analytics for paid ads and adjust  Monitor competitor platforms