

Store your ideas before you transfer them to your calendar. Keep the worksheet handy for brainstorming sessions and content planning meetings.

KEY ELEMENTS	LinkedIn	Blog	Facebook	Twitter
<input type="checkbox"/> Title <input type="checkbox"/> Engagement <input type="checkbox"/> Copy <input type="checkbox"/> Images <input type="checkbox"/> Call to Action <input type="checkbox"/> _____ <input type="checkbox"/> _____	<p>Include links to blog</p> <p>Offer a mix of organic and curated content geared towards industry professionals</p> <p>Build buzz for industry events or Splash Effect's professional spotlight</p> <p>Create new content by adding your own commentary to relevant third-party content</p> <p>2 - 5 posts per week</p> <p>Scheduled posts (could leverage scheduling platforms like Buffer or Hootsuite)</p>	<p>Expand awareness of company brand</p> <p>Focus on industry thinking and trends</p> <p>Build buzz for industry events</p> <p>1 blog post every two weeks</p> <p>Possibility for scheduled posts depending on content management system</p>	<p>Share interactive, strategic and original content</p> <p>Include fun content that is easily sharable</p> <p>Promote links to blog</p> <p>Showcase company work and relevant case studies</p> <p>RSS feeds or curated content of industry related content</p> <p>3 - 10 posts per week</p> <p>Scheduled posts (could leverage scheduling platforms like Buffer or Hootsuite)</p>	<p>Retweet owner's content</p> <p>Share blog posts</p> <p>Include a mix of original/ organic and curated content</p> <p>Engage with influencers</p> <p>Include calls to action in as many posts as possible</p> <p>1 - 3 posts per day</p> <p>Scheduled posts (could leverage scheduling platforms like Buffer or Hootsuite)</p>