



THE GUIDE TO CREATING A

# *Social Media Strategy* *and Content Calendar*

A HUSTLIN' HONEYS WORKBOOK



*Hustlin' Honeys*

# hey honey!

We're so happy you're here! You've taken the first step towards developing a Social Media Strategy and Content Calendar tailored specifically to your business. We are SO proud of you! Let's dive in.

In this workbook, we are going to take you step by step to create your Social Strategy. There will be exercises involved to guide you through the process so put on your thinking hats before we get started!

Now there are a few ways you can fill out this workbook. If you're tech savvy, you can directly type into the PDF or you can print it out and write on to the paper. This is your space. Note it up, scribble all over, and get those words on the paper!

Ready to get started?

Let's get down to buzz-iness.



*but first....*



# DO YOU HAVE THESE 3 THINGS FIGURED OUT FOR YOUR BUSINESS?

*target market* Who are you selling to? Who are your people?

*brand guidelines* The colors, logos, and mood of your brand.

*tone of voice* The tone in which you'll write any and all copy.

By getting these 3 things established from the get-go, you'll be able to decide which platforms and content to use, how your content will look, and how you will be writing your copy.

LET'S JUMP INTO

# *Social Media Strategy*

Since you're here, we're assuming you know what a Social Media Strategy is. But do you know just how essential it is to your business? Your Social Media Strategy will play three crucial roles for your business:

## *brand consistency*

Ensuring all posts are relevant to your brand. This will help make sure the messages your audience is receiving are consistent so your message resonates with them.

## *digital presence*

Building your digital footprint is so important for being discovered and keeping your audience! Your strategy will keep you on track for knowing what to post and when to post it.

## *internal alignment*

Help everyone on your team be on the same page with a single document hosting your strategy.

# step 1: THE PLATFORMS

Based on your target market, decide which social media platforms are best for you. You don't need to use all 5 boxes - we actually recommend starting off smaller and then expanding. Then write your handle and the goal of using that platform.

EX

PLATFORM

Instagram

HANDLE

@the.hustlinhoneyys

OVERARCHING GOAL

Build a community with other small businesses, help educate them, and use hashtags and stories to expand our potential reach.

PLATFORM

HANDLE

OVERARCHING GOAL

PLATFORM

HANDLE

OVERARCHING GOAL

PLATFORM

HANDLE

OVERARCHING GOAL

PLATFORM

HANDLE

OVERARCHING GOAL

PLATFORM

HANDLE

OVERARCHING GOAL



# STEP 2:

# content themes



The content you're posting should be **VALUABLE, EDUCATIONAL, AND ENTERTAINING**. And to make it easier to stay consistent and always know what to post, you're going to pick the themes of your content. Remember – your content should provide value, educate or entertain, but also needs to be relevant to your brand. Put a content theme in each box and drop 2 post ideas underneath.

EX

THEME

Small Business Marketing Tips

POST IDEAS

- 30 days of content ideas
- How to make a brand guideline

THEME

POST IDEAS

THEME

POST IDEAS

THEME

POST IDEAS

THEME

POST IDEAS

THEME

POST IDEAS

# STEP 3: *content frequency*

Now that we have the themes down, let's chat about what type of content you want to prioritize and how frequent you want to post on each platform. Take a quick sec to think about what is most valuable to your audience and the goals of your platform, then note the percentage of each theme for each platform.

EX

PLATFORM

Instagram

FREQUENCY OF POSTS

2-3 times a week

PERCENTAGE OF EACH THEME

Marketing Tips 40%  
Inspiring Quotes 20%  
Relatable Memes 10%  
Small Business Community 30%

PLATFORM

FREQUENCY OF POSTS

PERCENTAGE OF EACH THEME

PLATFORM

FREQUENCY OF POSTS

PERCENTAGE OF EACH THEME

PLATFORM

FREQUENCY OF POSTS

PERCENTAGE OF EACH THEME

PLATFORM

FREQUENCY OF POSTS

PERCENTAGE OF EACH THEME

PLATFORM

FREQUENCY OF POSTS

PERCENTAGE OF EACH THEME



# step 4: PLATFORM INFO

EX

PLATFORM

Instagram

WHAT IS THE FORMAT  
OF CONTENT?

Photos, Graphics, Videos,  
Instagram Stories

HOW WILL YOU ENGAGE?

Interacting with comments, sharing on stories,  
sparking engagement on stories, commenting on  
other posts, using hashtags, engage on other posts

WHO IS THE TARGET MARKET?

Small business owners with little  
marketing experience

PLATFORM

WHAT IS THE FORMAT  
OF CONTENT?

HOW WILL YOU ENGAGE?

WHO IS THE TARGET MARKET?

PLATFORM

WHAT IS THE FORMAT  
OF CONTENT?

HOW WILL YOU ENGAGE?

WHO IS THE TARGET MARKET?

PLATFORM

WHAT IS THE FORMAT  
OF CONTENT?

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HOW WILL YOU ENGAGE?

WHO IS THE TARGET MARKET?

PLATFORM

WHAT IS THE FORMAT  
OF CONTENT?

HOW WILL YOU ENGAGE?

WHO IS THE TARGET MARKET?

Fill in the questions for each platform. This information will help you stay on track with what format of content you are utilizing for each platform, what actions you will take to engage on the platform, and what the target market is on each platform to guide the content you post on each platform.



KPI stands for Key Performance Indicator. Basically you set KPIs for yourself so you can make sure your efforts are performing well. We recommend you start with low KPIs to begin. Then as the months pass by (let's say 3) you'll be able to look back at your content and see how well you're doing to set accurate KPIs. You'll want to keep adjusting your KPIs so your content is exponentially performing.

*month 1*

NUMBER OF FOLLOWERS/LIKES PER PLATFORM

MONTHLY REACH/IMPRESSIONS PER PLATFORM

MONTHLY ENGAGEMENT PER PLATFORM

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*month 3*

NUMBER OF FOLLOWERS/LIKES PER PLATFORM

MONTHLY REACH/IMPRESSIONS PER PLATFORM

MONTHLY ENGAGEMENT PER PLATFORM

---

A KPI custom  
to your  
business.

*step 5:* **SETTING KPIs**

# STEP 6: *introducing paid ads*

Let's start a discussion on paid ads. To be honest, you're going to want to create an entire strategy for ads alone just as you did for social media (& we can help you!). But for now, we're going to take a look at what you want to achieve with paid ads, optimizations\* you may want to utilize, and how you may use your chosen platforms for paid ads.

WHAT IS YOUR GOAL FOR PAID ADS?

OPTIMIZATIONS YOU MAY UTILIZE:

\*OPTIMIZATIONS: WHAT YOU WANT YOUR AD TO DO - TRAFFIC (DRIVE PEOPLE TO YOUR WEBSITE), REACH (SHOW TO AS MANY PEOPLE AS POSSIBLE), PAGE LIKES (GET PEOPLE TO LIKE YOUR PAGE) & MORE.



PLATFORM

HOW WILL YOU USE THIS  
PLATFORM FOR ADS?

PLATFORM

HOW WILL YOU USE THIS  
PLATFORM FOR ADS?

PLATFORM

HOW WILL YOU USE THIS  
PLATFORM FOR ADS?

PLATFORM

HOW WILL YOU USE THIS  
PLATFORM FOR ADS?

## step 7: PUT IT ALL TOGETHER

Now take everything you did and place it all together in one place for easy access! GREAT JOB!

PLATFORM			
OVERARCHING GOAL			
CONTENT THEMES			
FREQUENCY OF THEMES			
POSTS PER WEEK			
FORMAT OF CONTENT			
ENGAGEMENT EFFORTS			
TARGET MARKET			
KPIs			
PAID ADS			

# step 7: PUT IT ALL TOGETHER

Here's an extra space. Do the same as you did on the previous page with the remaining platforms!

PLATFORM			
OVERARCHING GOAL			
CONTENT THEMES			
FREQUENCY OF THEMES			
POSTS PER WEEK			
FORMAT OF CONTENT			
ENGAGEMENT EFFORTS			
TARGET MARKET			
KPIs			
PAID ADS			

NOW LET'S DIVE INTO YOUR



# *Content Calendar*

You just completed your Social Media Strategy (**YAY**). Now we are going to take that strategy and apply it to your Content Calendar. What's a content calendar and why do you need it, you may ask? Well, a Content Calendar is a *life saver* when it comes to a busy small business owner.

Your Content Calendar is going to inform what you are posting and when you are posting it. That way you can plan ahead for what type of content you need to be posting, what theme the content will be centered around, and when you need it created. Say goodbye to frantically posting what comes top of mind or completely forgetting to post at all! As we know with social media, **CONSISTENCY IS KEY**. And this will help you stay on top of your game.

*Ready to get started?* **LET'S DO THIS.**

# STEP 1: *brainstorm session*

Let's brainstorm some post ideas! Take your content themes, note the percentage of each one too, and brainstorm 7-10 post ideas. We've provided a few general ideas to get you started.  
(Hint - you can also pull the two ideas you thought of before!)

THEME & PERCENT

POST IDEAS

THEME & PERCENT

POST IDEAS

THEME & PERCENT

POST IDEAS

THEME & PERCENT

POST IDEAS

THEME & PERCENT

POST IDEAS




































## *post ideas*

- Tips and Tricks of your industry
- Behind the scenes
- What do you do?
- How did you start your business
- Inspiring quotes/stories
- Messages from customers
- People using your service/product
- Ask your followers questions



# step 2: YOUR THEME CALENDAR

Depending on the percentage of each theme and how frequent you want to post on each platform drop in your themes into the calendar (EX if you want to post 10x a month, and 20% is about tips, 2/10 theme boxes will say tips for tip content). Also - indicate the platforms you will be posting on in the rectangle in each box.

	<i>sun</i>	<i>mon</i>	<i>tues</i>	<i>wed</i>	<i>thurs</i>	<i>fri</i>	<i>sat</i>
<i>week 1</i>							
<i>week 2</i>							
<i>week 3</i>							
<i>week 4</i>							
<i>week 5</i>							

# step 3: A CONTENT CALENDAR

<i>sun</i>	<i>mon</i>	<i>tues</i>	<i>wed</i>	<i>thurs</i>	<i>fri</i>	<i>sat</i>

First, transfer over your themes from the last step and write the platforms you'll be posting on with that theme. Be sure to put the theme at the top of the box to leave space for a post idea. After, take a look at your post brainstorm, and start placing content ideas into the boxes based on the theme. And you'll have a month's worth of content done! You'll be able to constantly repeat this step to have a full month's worth of content.



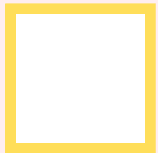
# YOU DID IT!



You've made it through the workbook and now have Social Media Strategy guiding your digital presence and consistency online, and you've used that strategy to create a Content Calendar to ease the process of knowing what to post, when to post, and why you are posting it! This is an amazing point in your small business journey! But you may be thinking...

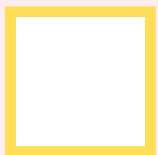
*okay so... what's next?*

Glad you asked! We put together a little checklist for you to follow and some helpful tools for you to use to get started:



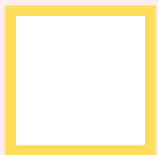
## START CREATING YOUR CONTENT

Bring your post ideas to life! We like the platforms **Canva** and **Over**.



## ORGANIZE CONTENT AND COPY

Use a project management tool to gather all posts and captions in one place. We like to use **Asana**, **Google Sheets**, and **Trello**.



## PLAN OUT YOUR CONTENT

Make it even easier and plan when your content is being posted. Platforms like **Planoly**, **Later**, or even **Canva** will do the trick!

# thank you!



We just wanted to take a second to thank you for taking us along on your journey of creating your Social Media Strategy and Content Calendar. As members of the Hive, we want you to know we are always here to chat with you, answer any questions, work out any issues together, or just be a support system for you.

**We want to see you thrive!**

Feel free to reach out to us on any of our social media platforms, on our website, or via email.

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*for your notes*

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