

# 30 Day Strategy - Social Media

2022



FIVE  
WEST  
MEDIA  
GROUP

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Establish your goals for social	Define your success metrics	List out your challenges	Brainstorm solutions	Analyze the competition	Determine your strengths & weaknesses	Audit your content
Create a list of relevant keywords	Determine your brand voice	Optimize your social profiles	Develop your buyer persona	Listen to your audience	Research industry topics & trends	Connect with other departments
Choose your content types	Develop a posting schedule	Brainstorm content ideas	Gather Resources	Create your content	Optimize your content	Create a call to action
Connect to more resources	Amplify your efforts	Put paid behind your best content	Engage with your audience	Track your content	Compare your results & goals	Report out
Revisit & adjust your strategy	Celebrate your transformation					

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