CONTENT PILLARS & GOALS

CREATE YOUR CONTENT PILLARS

How to find your Content Pillars

Identify your business goals and audience needs.

- What are you trying to achieve with your social media presence?
- What value do you want to provide to your audience?
- What gaps exist in the current conversations that occur in your industry and how does your brand fill in those gaps?

Create a list of Content Pillars

- 3 to 5 pillars is ideal as it gives you content themes you can use for flowing content ideas
- Your pillars can be further divided / refined for different target audiences and niches.

Schedule review

- Regularly review your Content Pillars and adjust them as needed.
- As your brand grows and evolves so should your content strategy.

BRAINSTORM CONTENT PILLARS	REFINED CONTENT PILLARS		

CREATE YOUR GOALS

Why are Goals important?

- When you set clear, measurable goals they can help you craft distinct content pillars.
- Helps to maintain consistency in what you create and share in terms of your content.

How to outline your Goals

- Specificity ensures clarity
- Measurability provides tangible metrics for success
- Achievability keeps goals realistic
- Relevance aligns objectives with the overall strategy
- Time-bound criteria establish a clear timeline for achievement.

BRAINSTORM YOUR GOALS					

YOUR GOALS

WEEKLY CONTENT CALENDAR

MONTH:

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MON TIME:	TUES TIME:	WED TIME:	THURS TIME:	FRI TIME:	SAT TIME:	SUN TIME:
PLATFORM:						
Type of Post:						
CAPTION						

LAYOUT IDEAS

- Listicle
- How-to Guide
- Infographic
- Video Series
- Case Study

BRAINSTORMING PROMPTS

- What are the trending topics in our industry?
- What questions are our audience frequently asking?
- Are there any upcoming events or holidays to leverage?

MONTHLY CONTENT CALENDAR

MONTH:

MONTH GOALS

1. 2. 3.

Mon	Tue	Wed	Thu	Fri	Sat	Sun

NOTES		