

## SOCIAL MEDIA CONTENT WORKSHEET

Here are some ideas of great topics to help you create posts:

- What's the most common misconception about your industry?
- What lights you up about what you do?
- Who's your mentor? What lessons did he or she teach you?
- What industry terms tend to confuse people, and how can you explain them in a way that's really easy to understand?
- Write a myth vs. fact post about your profession.
- What's the weirdest thing anyone's said or asked about your business?
- Is there anything you thought you could never achieve in your career or business... but you did?
- What's the most important piece of advice you've received about your career or business?
- What's one positive thing someone said to you that changed your mind about something?
- What are three major changes you've noticed in your industry this year and why is that important for your audience?
- What's the best customer service you've had and what did you learn?
- What questions do you wish your customers would ask you?
- What's your most inspiring customer success story?
- How did you get started in your career?
- Who do you look up to in your industry and why?
- What was your first big personal or business failure and what did it teach you?
- If you could put anything on a Times Square digital screen, what message would you share and why?
- You have three wishes from a genie. What are they?
- If you could choose one age to be for the rest of your life, what would it be and why?
- If someone wanted a career like yours, what would you tell them?
- If you could erase one regret of your life what would it be?
- If you could teleport to one place in the world, where would it be?
- How would you survive during a zombie apocalypse?
- If you knew you had three months to live, how would you spend them?
- What's on your bucket list and why?
- What habit would you most love to magically acquire?

# All Aboard - Social Media

## Ideas

Write down the ideas from the list above that you would like to create a post about in the next 5 days:

Idea #1 \_\_\_\_\_

Idea #2 \_\_\_\_\_

Idea #3 \_\_\_\_\_

Idea #4 \_\_\_\_\_

Idea #5 \_\_\_\_\_

## Who

Think about the gifts your team members have and write their name in the lines below: (it might be YOU!)

Funny \_\_\_\_\_

Best with technology \_\_\_\_\_

Great at talking about products \_\_\_\_\_

Passionate about their craft or favorite service they do \_\_\_\_\_

Great with clients \_\_\_\_\_

Is shy \_\_\_\_\_

Is outgoing \_\_\_\_\_

## Action

Plan out the posts you are going to create the next 5 "working" days here:

1. Day: \_\_\_\_\_  
Time: \_\_\_\_\_  
Subject: \_\_\_\_\_  
Who: \_\_\_\_\_

4. Day: \_\_\_\_\_  
Time: \_\_\_\_\_  
Subject: \_\_\_\_\_  
Who: \_\_\_\_\_

2. Day: \_\_\_\_\_  
Time: \_\_\_\_\_  
Subject: \_\_\_\_\_  
Who: \_\_\_\_\_

5. Day: \_\_\_\_\_  
Time: \_\_\_\_\_  
Subject: \_\_\_\_\_  
Who: \_\_\_\_\_

3. Day: \_\_\_\_\_  
Time: \_\_\_\_\_  
Subject: \_\_\_\_\_  
Who: \_\_\_\_\_