



# Jennifer Vogler Consulting

## 30-DAY SOCIAL MEDIA PLAN

### Goals and Objectives

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Platform -- Number of Posts

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### Stories to Tell

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**BRAINSTORMING  
BOARD**



# Schedule Out Posts

SUN	MON	TUE	WED	THU	FRI	SAT





# SOME REMINDERS

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- Keep your branding consistent- this includes colors, images, hashtags and key messaging.
- Engage your audience!
- Have a clear goal or "call to action" in mind when creating your post.
- Plan ahead.
- Tell a story over multiple posts.
- Try a trendy weekly hastag like "Throwback Thursday"
- Reply to comments and messages.



**STAY TRUE TO YOURSELF AND  
KEEP YOUR MESSAGES  
CONSISTENT**

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