



Social Media Content Planning Checklist

There are a number of different ways you can create a social media content planner including: on a team whiteboard, in an Excel spreadsheet, or using tools in [social media management platforms like CrowdControlHQ](#).

Once you've decided on which type of planner is right for you – it's time to start planning your content and the following steps can help:

Step 1: Outline what you want this piece of content to achieve.

Step 2: State the title of your piece of content.

Step 3: Specify the intended audience for this piece of content.

Step 4: Detail what type of content the post will be.

Step 5: Note the supporting content you'll need (text, images, video, GIFs etc.).

Step 6: Detail your call-to-action (CTA).

Step 7: List the #hashtags to include and the people to tag in the content.

Step 8: List which social media accounts the content will be shared on.

Step 9: Note who needs to approve the content.

Step 10: Finally, detail the time and date the content will be posted.