

# CONTENT PLANNING

Now is a good time to consider your social media content. Plan engaging content for your customers and brainstorm ideas for the following categories. Identify potential posts, copy and images that could tick these boxes, and aim to create one post for each, per week.

## BRAND STORYTELLING

**Why do you exist, where did you start, who is in your business, what are your values. Make it personal!**

## BRAND SOLUTIONS

**How will you communicate how you can help your customers?  
Could it be a series, or video content, infographic, testimonials or imagery?**

## BRAND ENGAGEMENT

**Get creative! What would entertain your customers, resonate with them, and encourage them to share your content?  
Think about videos / polls / humour, content you could re-share / competitions / topical subjects.**

