Social Media Plan Builder

Build a simple social media plan that helps families discover, connect with, and participate in your event.

STEP 1. AUDIENCE + PLATFORM

My Core Audience
Who is my event really designed for?

My Priority Platform(s)
Where am I most likely to reach them?

STEP 2. CONTENT

What Could I Show or Share That Would Make My Audience Stop and Care?
Show the Experience • Show the People • Go Behind the Scenes • Teach Something • Create Curiosity • Make the Invitation

STEP 3. FORMAT

How Would This Story Work Best?

- ☐ PHOTO — a moment tells the story
- ☐ VIDEO — movement, process, sound or personality matters
- ☐ GRAPHIC — Information needs to be instantly clear

STEP 4. TIMING

PHASE	MY CONTENT IDEA
Build Awareness	
Build Excitement	
Make the Ask	
Last Call	
Event Day + After	

MY NEXT POST
What's one post I could actually create next?