

# Social Media Branded Content Worksheet

*It isn't always necessary to start new social media accounts to market yourself as a creative. We suggest sprinkling in creative content to go along with your personal posts instead.*

Mark the platforms you plan on using.

- Facebook       Instagram       Twitter       LinkedIn       Pinterest  
 Tiktok       Youtube       Snapchat       Dribble       Personal blog

List the types of content you want to post.

<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____
<input type="checkbox"/>	_____	<input type="checkbox"/>	_____

Suggestions

<input type="checkbox"/>	<u>Lifestyle/ view of your workspace</u>	<input type="checkbox"/>	<u>Behind the scenes of work in progress</u>
<input type="checkbox"/>	<u>Portfolio photos</u>	<input type="checkbox"/>	<u>Inspirational quotes</u>

## Brand Voice

Determine your approach to story-telling. Your writing style can be quirky, witty, professional, ...etc. Whatever you choose be sure to stay consistent with your approach to captioning and story-telling.

**Practice writing a sample excerpt below.**

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## Hashtags

Keep a log of the hashtags you'll be using below.

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

# \_\_\_\_\_

## Visual Content

Use your personal brand guidelines to create on-brand content for posting and sharing. Be sure to use your brand colors and fonts. Let's start by sketching some ideas below that you can then create on the computer.

### Profile header Dimensions

Facebook (1200 x 450)

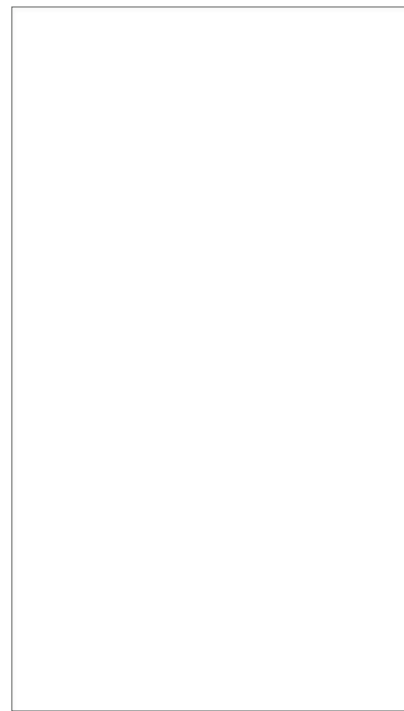
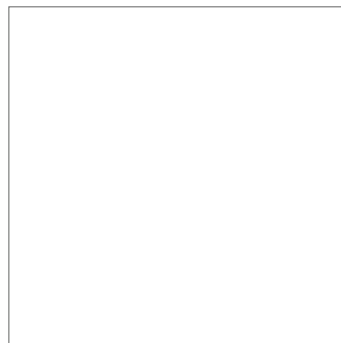
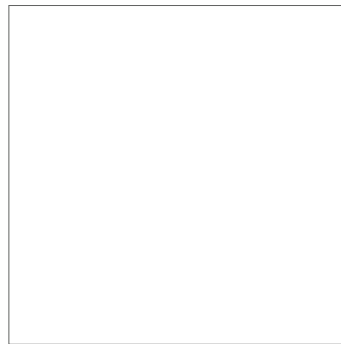
Twitter (1500 x 500)

LinkedIn (1584 x 396)

### Post Dimensions

Square Post (1080 x 1080)

Story (1080 x 1920)



Square Post

Story Post

## Tips

- ✓ Post content throughout all your platforms
- ✓ Batch prep about a quarters worth (3 months) of content at a time.
- ✓ Be consistent with your posting schedule 1-2 posts per week is sufficient.
- ✓ Remember to engage with your audience in the comments
- ✓ Have fun and don't stress. You should feel excited when showing off your work

