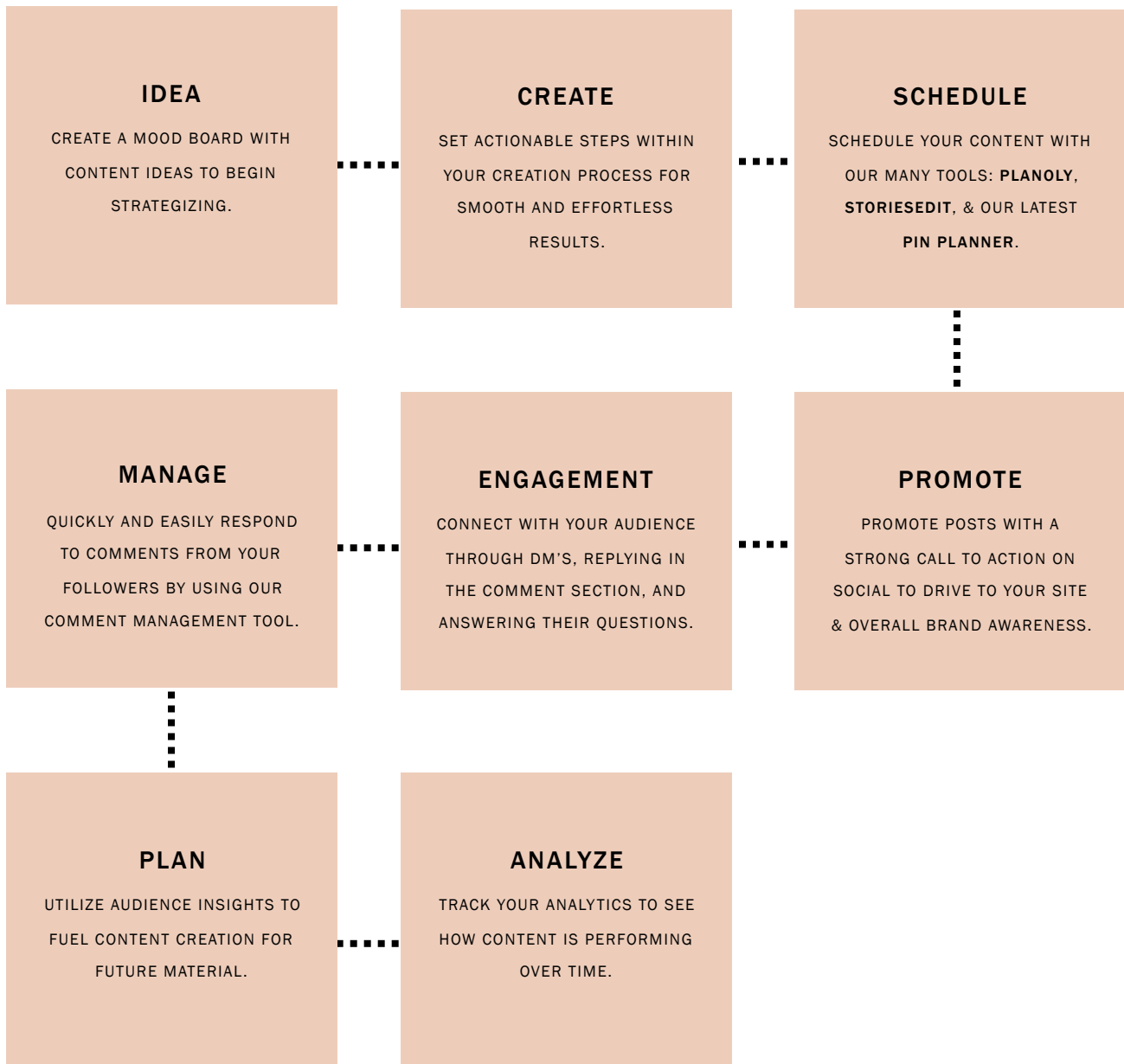


Navigating Your Social Presence During the Holidays

ROADMAP

Navigating Your Social Presence During the Holidays



HOW TO APPROACH HOLIDAY PLANNING MINDFULLY

Use the sheet below to track how your content is performing this holiday season. It can help you plan for the following year as well!

DATE: DATE THE CONTENT IS GOING IS LIVE

TYPE OF CONTENT: SEASONAL SALES, NEW PRODUCT LAUNCH, HOLIDAY GIVEAWAY, ETC.

SOCIAL DELIVERABLES: INSTAGRAM IN-FEED POST, INSTAGRAM STORIES, BLOG POST, PINTEREST PINS

ANALYTICS: TRACK YOUR ANALYTICS TO SEE HOW THAT CONTENT HAS PERFORMED OVER TIME. THIS CAN HELP YOU ADJUST YOUR CONTENT STRATEGY FOR THE FOLLOWING YEAR IF NEEDED!

DATE	TYPE OF CONTENT	SOCIAL DELIVERABLES	ANALYTICS



JOT DOWN YOUR NOTES

feel free to use this page to jot down your notes or ideas