



Strategizing and Planning

Episode 3 Worksheet

classintercom.com

Name:

Date:

1. What is your goal with your personal social media? What about your school's social media accounts? Briefly describe.

2. In one paragraph, describe the social media strategy for your school.

3. In your own words, describe what a content calendar is. How would you prefer to create one of your own?



4. Research some instances where brands didn't quite have a pulse on current events and made a big mistake by posting something (some of these will be funny). List some examples. What do you think this does to their brand?

5. Go to your personal Instagram account. Pick a post that you're proud of and look at the analytics for it. What made this a good post? Is it in alignment with your goals?

Call to Action: If you haven't already, get together with your social media team and create a content calendar for your school's social media. Plan out the next week for all platforms. Then, EXECUTE IT!