THE ACCELERATION PROJECT

From Posts to Progress : Making Social Media Work For You

A. PRE-SESSION QUESTIONS

Think about these four questions before your session.

Your Business: **What** product/service do you provide, and **what problem** do you solve?

Your Customer: **Who** is your target customer (age, location, needs), and what challenges do they face?

Unique Value: What makes your business **different** from others? Why would someone choose you over your competitors?

Brand Identity: What three words describe your brand **personality** (friendly, bold, professional, playful, trustworthy, innovative)?

Brand Positioning Statement:

FOR WHO (describe your customer), **WE DELIVER** (your product/service), **BY** (how you are **different**), **SO THAT** (the result you provide)

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B. IDENTIFY GOALS AND PLATFORM

Social Media Goals

What are your primary Social Media goal(s)?

- ☐ **Awareness**- Grow your audience
- ☐ **Engagement-** Increase interaction and conversations
- ☐ **Drive Traffic/ Leads**- Send followers to your website or capture contact info
- ☐ **Conversion**- Convert followers into customers
- ☐ **Retention**- Create happy, loyal customers that promote your brand

You Goal: _____

Social Media Platforms

	Instagram	Facebook	TikTok	LinkedIn	YouTube
Active Users (monthly)	310 million	3.9 billion	2.1 billion	1.6 billion	954 million
Audience Match?	18–34, visual focus ☐	25–54, GenX, Boomers ☐	16–30, trend-driven ☐	25–54, professionals ☐	25–44, professionals ☐
Platform Strengths	Branding, shopping, engagement	Community; ads; local, older buyers	Viral videos, brand awareness	B2B, networking, builds authority	Video tutorials, demos, builds authority
Goals Supported Match?	☐ Awareness ☐ Engagement ☐ Conversion	☐ Retention ☐ Conversion ☐ Traffic/Leads	☐ Awareness ☐ Engagement	☐ Awareness ☐ Engagement ☐ Authority	☐ Awareness ☐ Traffic/Leads ☐ Retention
Downsides	Fast trends, short videos only	Ads needed for reach, feed changes	Many creators, videos are time consuming	Declining organic reach	Less visual, paid reach

Based on your Audience/Customer and Brand Identity identified in section A, and your Social Media Goals identified in section B, check whether there are platform matches. Write down the top 2 platforms to focus on:

Platform #1 _____ Why?_____

Platform #2 _____ Why?_____

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C. ACTION PLAN

1. Identify your Core Content Pillars

The *core categories* of content you post that align with your brand strategy and goals. They describe ***what*** you're talking about and the ***purpose*** behind it.

- ☐ **Educate –** *Share tips, how-tos, and useful info*
- ☐ **Inspire –** *Show success, values, and vision*
- ☐ **Entertain –** *Delight with fun, timely content*
- ☐ **Engage –** *Spark interaction and conversation*
- ☐ **Promote –** *Highlight offers, products, and services*

The 80/20 Rule in Social Media Marketing

80% of posts should ***educate, inspire, entertain,*** **or** ***engage*** your audience;
20% of posts should ***directly promote*** your brand.

2. Brainstorm post ideas within each content pillar:

Educate – *Share tips, how-tos, useful info*

- ☐ Step-by-step tutorial video on how to use your product
- ☐ "3 quick tips" carousel post related to your industry
- ☐ FAQ post answering a common customer question
- ☐ Blog snippet or infographic with a link to learn more
- ☐ _____
- ☐ _____
- ☐ _____

Entertain – *Delight with fun, timely content*

- ☐ Fun behind-the-scenes blooper video
- ☐ Meme or reel using a trending sound
- ☐ Holiday or seasonal post with a playful twist
- ☐ Lighthearted quiz or poll ("Which flavor are you?")
- ☐ _____
- ☐ _____

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Inspire – *Show success, values, and vision*

- ☐ Founder's story about why you started the business
- ☐ Customer success story with before/after photos
- ☐ Quote graphic that reflects your brand values
- ☐ Post about a cause or community project you support
- ☐ _____
- ☐ _____

Engage – *Spark interaction and conversation*

- ☐ "This or That" choice post (two products or styles)
- ☐ Poll asking followers to vote on a new product idea
- ☐ Question post ("What's your must-have for summer?")
- ☐ Share user-generated content and ask others to tag you
- ☐ _____
- ☐ _____

Promote – *Highlight offers, products, and services*

- ☐ Feature a new product or service launch
- ☐ Limited-time promotion or sale
- ☐ Customer testimonial highlighting your product
- ☐ "Book now" or "Shop now" post with a clear call to action
- ☐ Showcase a product bundle or seasonal special
- ☐ _____
- ☐ _____

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3. Create your Social Media Calendar:

Sample calendar

Date	Pillar	Topic	Platform	Format	Status
Sep 7	Educate	Post a “3 quick tips” carousel related to your industry	LinkedIn	Post	Complete
Sep 9	Promote	Sept workshop invite	Instagram	Story	Scheduled
Sep 12	Engage	Poll: favorite marketing tool	Facebook	Poll	Draft
Sep 14	Inspire	Local business success story	LinkedIn	Article	Draft
Sep 16	Educate	Writing better emails	Facebook	Video	Draft
Sep 18	Promote	Service announcement	Instagram	Graphic Post	Scheduled
Sep 21	Engage	Ask followers for challenges	LinkedIn	Question	Scheduled

Create your calendar (or use Calendar Tools linked below)

Date	Pillar	Topic	Platform	Format	Status
Sep 7					
Sep 9					
Sep 12					
Sep 14					
Sep 16					
Sep 18					
Sep 21					

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Popular and Free Content Calendar Tools

- **Google Sheets**
  Flexible spreadsheet templates, easy to customize and share.
- **Buffer (Free Plan)**
  Schedule up to 10 posts per profile; simple user interface.
- **SocialBee (Free Trial)**
  AI-powered scheduling with content categories and automation.
- **Asana Template**
  Project management style calendar with task tracking.
- **Hootsuite (Free Tier)**
  Basic scheduling for small businesses with limited profiles.
- **Planable (Free Tier)**
  Collaborative content creation and approval workflow.
- **Buffer Templates**
  Downloadable weekly/monthly calendars for manual planning.