

FIT FOR PURPOSE

# CONTENT PLANNER

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## Planning Social Media Content with Purpose

*Remember, most posts only need to be 3-5 sentences long or a few bullet points to keep people engaged.*

INSPIRE	MON	TUE	WED	THU	FRI
	Favorite inspirational quote	BTS of your work/job & why you love it	One of the biggest challenges you had to overcome	#TBT to your fav pic of yourself & why	Share a time you were pushed out of your comfort zone
EDUCATE	MON	TUE	WED	THU	FRI
	Share Your "WHY"	Ask your followers opinion/ feedback on something	Post Your Favorite Exercise Routine	What is a personal project you are currently working on?	What book or podcast would you recommend?
ENCOURAGE	MON	TUE	WED	THU	FRI
	How do you motivate yourself when you're not feelin' it?	Share a fun fact about yourself that not many people know!	What woman inspires you the most? #WCW	Favorite thing to do to relax or have fun	Share a Selfie / Outfit of the Day
CONVERSATE	MON	TUE	WED	THU	FRI
	What is your go-to HYPE song?	Snapshot of your morning (or daily) routine	Best advice you've ever been given	What does "success" meant to you?	Share a funny meme
PROMOTE	MON	TUE	WED	THU	FRI