

PLATFORM FREQUENCY

Now that you know who you are and who you serve it is time to decide what platform(s) you will focus on, the frequency of your posts and what your GOAL is for that platform.

*Do not try to do ALL the different platforms at once. Focus on one or two for “right now” and then think about the future. Is there potential to use any of these other platforms in the future or never? For the following platform, Facebook, Facebook Group, Instagram, Instagram Stories, Twitter, LinkedIn, YouTube & Pinterest, think about the following:

Platform: _____

Purpose: _____

Frequency: _____

Goal: _____

Platform: _____

Purpose: _____

Frequency: _____

Goal: _____

Platform: _____

Purpose: _____

Frequency: _____

Goal: _____

Platform: _____

Purpose: _____

Frequency: _____

Goal: _____