

Social Media Planning Worksheet

What are your top 3 components of identity?

- 1.
- 2.
- 3.

Based on your previous analysis, what type of page do you want to create? Facebook, Twitter, Instagram, Tumblr, etc. Why this platform?

What will be your profile picture? A picture of yourself? An object? Why?

What pieces of information do you want to include in your bio?

What do you want to omit from your bio?

Create one post for each of your three components. Each post should differ in order to best present the given component. So, one might be a picture with a caption, one might have a long block of text, one might be a meme, etc.

How effectively do you think this page will convey your identity?

Now that you have finished planning, go create!