

Content Conga Worksheet

Jot down up to 10 ideas for social media posts relevant to you and your customers, that you could make today.

Events - business-related events (sales, new products, store openings, etc.)

1. _____

2. _____

3. _____

News - news/information in your industry, community, etc.

4. _____

5. _____

6. _____

Tips/FAQs - Tips/helpful info for customers, answers to frequently asked questions, etc.

7. _____

8. _____

9. _____

10. _____

Hashtag Hustle Worksheet

Jot down up to 10 ideas for hashtags that may be relevant to your business.

Then, using your laptop, tablet or phone, search for each hashtag on Facebook, Twitter, or Instagram and make notes on what you find.

Make a judgement on whether each hashtag is a good one to use for your business.

Hashtag	Notes from search	Good/bad to use?
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		

Page Peer Probe Worksheet

Your Facebook Page:

Positive aspect(s)	Aspect(s) that could be improved

Your Competitor's Facebook Page:

Positive aspect(s)	Aspect(s) that could be improved