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WoDiLab

SOCIAL MEDIA STRATEGY

Build a simple social media strategy that supports your business goals.

ACTION CHECKLIST

☐ **Step 1 – Define your social media goal**
Decide what you want social media to help you achieve.

☐ **Step 2 – Identify your audience**
Think about who you want to reach and help.

☐ **Step 3 – Choose your main platform**
Select the platform you want to focus on first.

☐ **Step 4 – Define your content categories**
Choose the main topics you would like to talk about regularly.

☐ **Step 5 – Create your social media strategy**
Bring everything together into one simple plan.

Step 1 – Define your social media goal

Social media works best when you have a clear purpose.

What would you like social media to help you achieve?

- ☐ Build trust
- ☐ Grow my email list
- ☐ Promote my course
- ☐ Get consultation bookings
- ☐ Increase visibility
- ☐ Build a community
- ☐ Other: _____

Why is this goal important to you?

_____
_____
_____

Notes

_____
_____
_____

Step 2 – Identify your audience

Before creating content, it's important to know who you are speaking to.

Who would you like to help?

_____
_____

What problem are they trying to solve?

_____

_____

What result would they like to achieve?

_____

_____

Notes

_____

_____

_____

Step 3 – Choose your main platform

You do not need to be everywhere.

Choose one platform to focus on first.

☐ Facebook

☐ Instagram

☐ LinkedIn

☐ TikTok

☐ YouTube

☐ Other: _____

Why does this platform make sense for your audience?

_____
_____
_____

Notes

_____
_____
_____

Step 4 – Define your content categories

Content categories help you stay consistent and make content planning easier.

Choose 3–4 categories you would like to focus on.
Common examples include:

- ☐ Educational Content
- ☐ Trust-Building Content
- ☐ Personal Stories
- ☐ Behind-the-Scenes Content
- ☐ Tips & Quick Wins
- ☐ Inspiration & Motivation
- ☐ Invitations & Offers
- ☐ Other: _____

My Content Categories

Category 1

_____

Category 2

_____

Category 3

_____

Category 4

_____

Why did you choose these topics?

_____

_____

_____

Notes

_____

_____

_____

Step 4 – Create your social media strategy

Now bring everything together.

My Audience

_____

My Goal

_____

My Main Platform

_____

My Content Categories

1. _____
2. _____
3. _____
4. _____

How confident do you feel about your strategy?

☐ Very confident

☐ Mostly confident

☐ Somewhat confident

☐ I need more clarity

What is the next thing you need to do?

_____

_____

_____

Your Next Action

Create your first social media strategy.

Remember:
You do not need a perfect strategy.
You only need a simple direction that helps you stay consistent.

For This Session

Share one thing from your strategy in the WoDiLab Facebook group.

For example:

- your audience
- your main goal
- your content categories

By sharing, you:

- gain clarity
- receive feedback
- inspire others

Your Points

- 1 XP – Watch the lesson
- 2 XP – Complete the worksheet

Total: 3 XP

✨ Social media success starts with clarity. A simple strategy followed consistently will always outperform a perfect strategy that never gets used.