

# SOCIAL MEDIA PLAN

Positive

Personal

Change, LLC

Dela Cooke  
February 2023

# Goals

**Increase sales revenue**

**Build brand awareness**

**Create trust & credibility**

# Target Audience

Women 18-35 years old

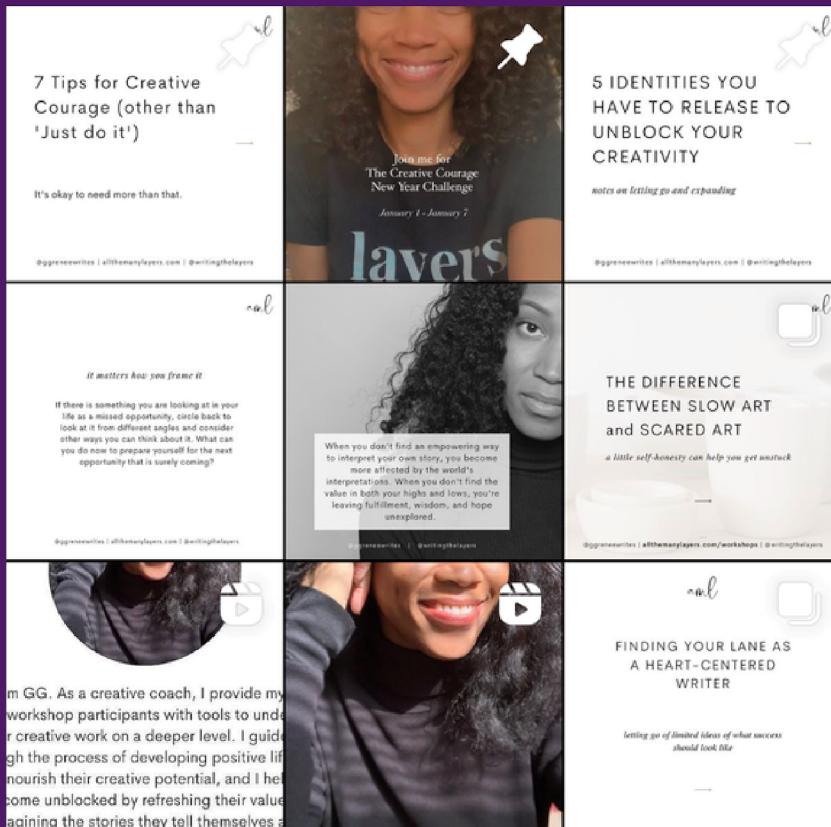
Struggle with self-knowledge,  
passion for learning, tech-savvy,  
seek meaningful motivation,  
work-life balance

Students, business owners,  
moms, white collar workers

Value health & wellness,  
authenticity, transparency,  
experiences, education

# Competitor Analysis

## @ggrenewrites

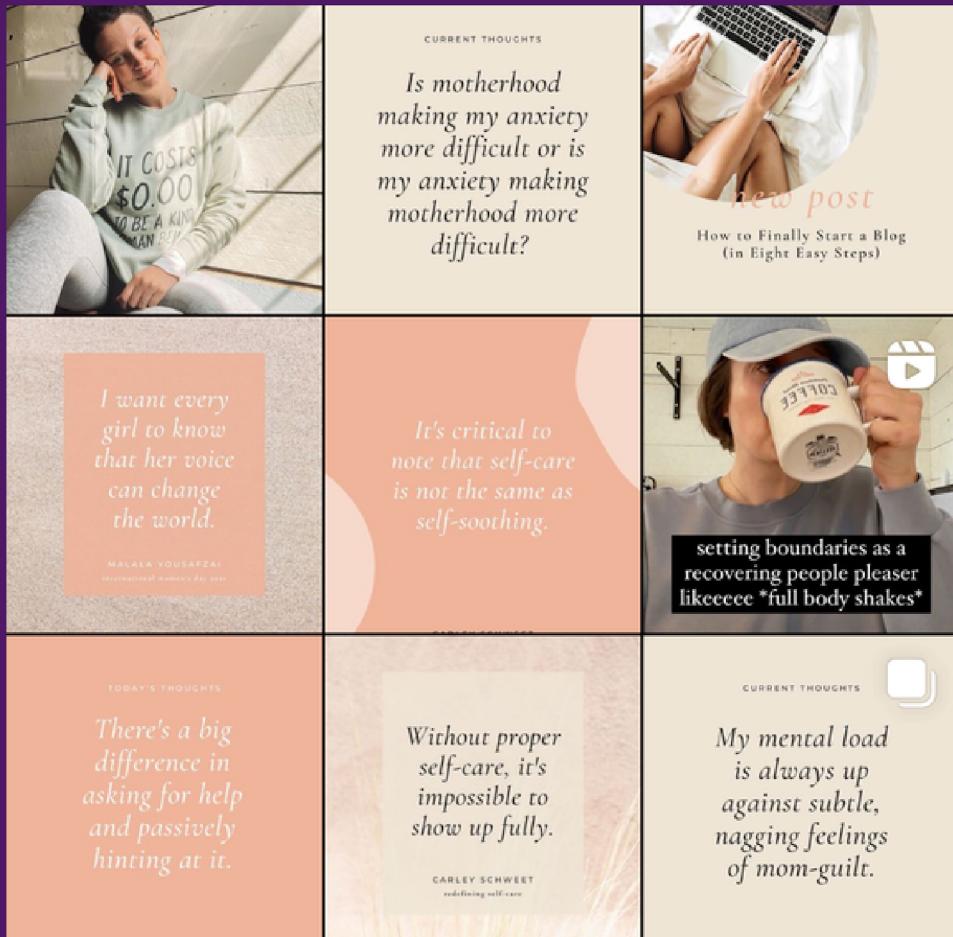


- self-care, creativity, and personal growth through writing
- books, journals, workshops, coaching, blog, monthly newsletter
- instagram, linkedin, facebook

3

# Competitor Analysis

## @carley\_schweet

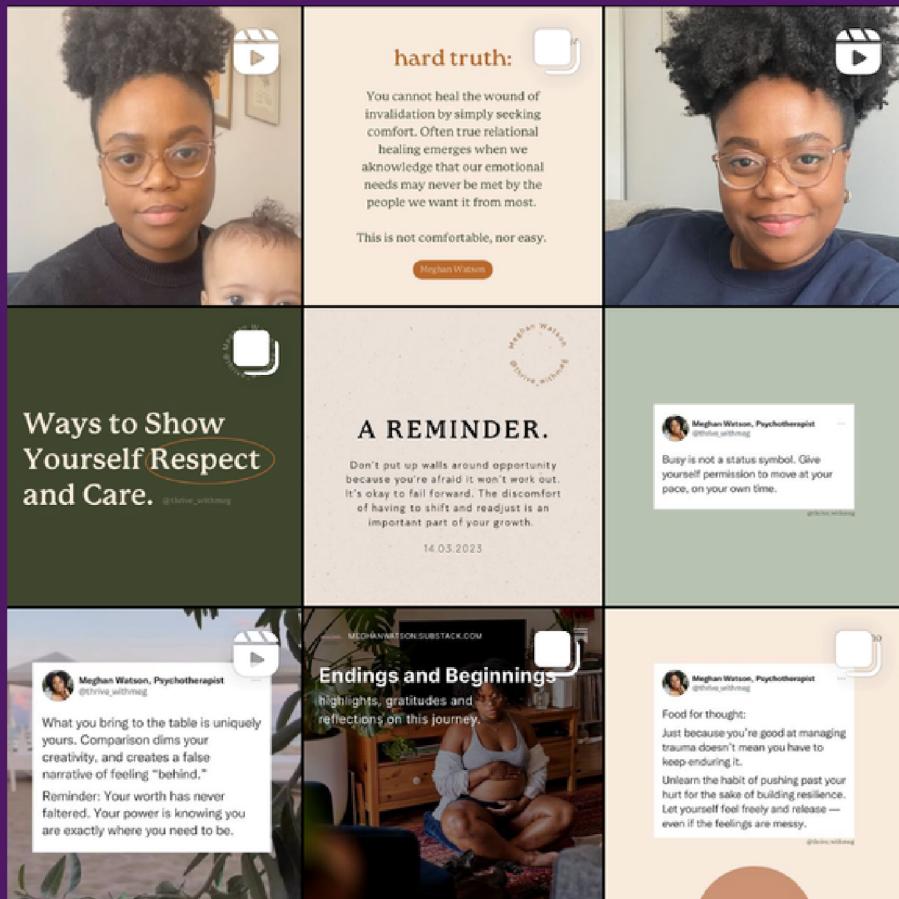


- self-care, motherhood, wellness
- blog, newsletter, podcast, books, journals, self-care toolkit, courses
- instagram, facebook, linkedin, pintrest

4

# Competitor Analysis

## @thrive\_withmeg



- Personal growth, writing, wellness
- newsletter, mental health service, blog
- instagram, facebook, linkedin

5

# Distribution Channels



main content channel,  
largest audience,  
evergreen/pillar focused



local/business content,  
repurposed instagram  
content



self-care and small business  
videos, add all social  
handles in about/header



Repurpose youtube videos  
into short form content

# Content Strategy

80/20 Rule, consistent posting schedule,  
saveable/shareable content,

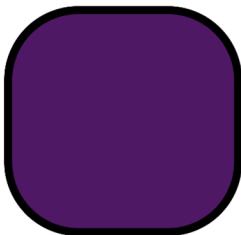
3-4 instagram posts weekly  
2-3 instagram reels weekly  
5-6 instagram stories weekly

2-3 facebook post weekly  
3-4 facebook stories weekly

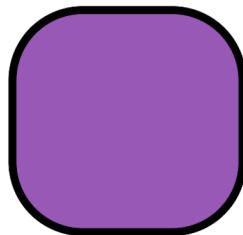
2-3 youtube videos monthly  
1-2 youtube shorts weekly

1-2 tiktoks weekly

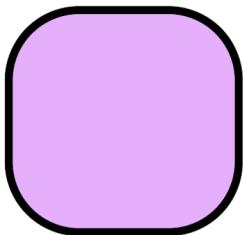
# Design Strategy



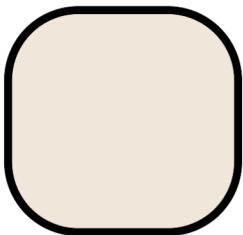
#4f1964



#975ab6



#f0e6db

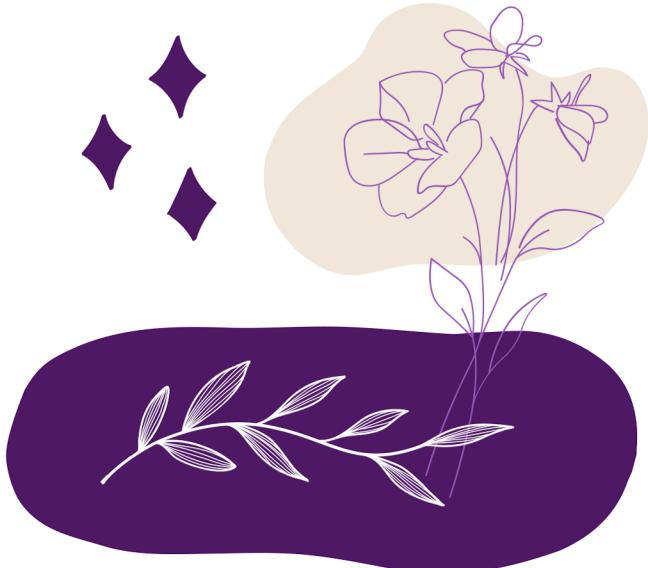


#e6affc

## Heading

*subheading*

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
do eiusmod tempor incididunt ut



## League Spartan

ABCDEFGHIJKLMNPQRSTUVWXYZ  
Zabcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()

## Playlist Script

ABCDEFGHIJKLMNPQRSTUVWXYZ  
zabcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&()

## Lora

ABCDEFGHIJKLMNPQRSTUVWXYZ  
Yzabcdefghijklmnopqrstuvwxyz1234567890!@#\$%&()

# Content Pillars

## Journaling

- journal promotion
- journal prompts
- how to start
- benefits of journaling

## Self-Improvement

- motivation for personal growth
- self-care tips
- respectful reflection
- affirmations

## Mental Health

- self-love
- mental reminder
- self check-in
- signs and tips

# Measurables

**Each month a report should be downloaded and analyzed to draw up any new insights and adjust strategy if necessary.**

## Reach

- follower count
- impressions
- post reach
- web traffic

## Engagement

- clicks
- likes
- shares
- comments
- mentions
- profile mentions
- saves