**Content Planner**

Golden Rules of Content Planning:

* Know Your Voice
* Know Your Audience
* Timing Is Everything
* Solve Problems
* Be Truthful (always)

Content Planning How-To:

* Use the calendar up to 3 months in advance.
* Place in all events, significant dates, official “weeks” and “days” etc.
* 70/20/10 rule. Seventy percent of content should focus on your customers' interest and needs, 20 percent should be other people's content, and 10 percent should be promotional.
* Schedule in a “share” post, where your content is pulled from another source
* Every post MUST have an image
* Continuously measure every post (scheduled column/rating column)
* Remember to have fun with your audience!

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| **Date** | **Theme/**  **Program** | **Message Content** | **Audience** | **Image/URL/Link** | **Notes** | **Scheduled** |
| **W/C 2nd Jan** |  |  |  |  |  |  |
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| **W/C 9th Jan** |  |  |  |  |  |  |
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| **W/C 16th Jan** |  |  |  |  |  |  |
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| **W/C 23rd Jan** |  |  |  |  |  |  |
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| **W/C 30th Jan** |  |  |  |  |  |  |
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