



SOCIAL MEDIA CONTENT CANVAS

Content Ideas



Points of Pain

- Known issues
- How-to's



Products & Services

- Client stories
- Internal interviews
- Product/ service insights



Organisation

- History
- People



Extended Community

- Other local businesses
- Local area events
- Supported causes
- Suppliers



Industry

- Analysis & opinion
- News
- Reports and studies
- Industry events

Format

High Frequency



Status updates
- text, images
and links

Mid Frequency



Blog posts



Videos



Audio podcasts

Low Frequency



Infographics



Reports



Surveys & polls



Storyboards,
e.g. Storify

Detail



Content title



Target
persona



Offer/ call
to action



Proofread



Branding/
visible URL



Optimise
image
dimensions

Distribution



Designate
publication
points, dates
and times



Publish live

or ...



Schedule
within
platform or
use scheduling
software,
e.g. Hootsuite

Measurement



Track key
metrics via
distribution
channel and/
or conversion
place analytics

The 3 R's



Recycle

Repost, cross-post,
syndicate



Repurpose

Identify opportunities
to repurpose existing
content into other
formats, for example:

A status update > a text on
image post

A video transcript > a blog
post

A report > an infographic
(data visualisation)

A blog post > an infographic
(conceptual visualisation)



Reimagine

Mix it up, have some fun!