

Video 4: "Social Networks & Posting Strategy" Worksheet

Lesson overview: Now that students know why they should be on social media and how they want to present themselves, they can pick the platforms that match their brand and resources.

List 3 peers/competitors in your industry that you admire on social media

What social media channels are they posting to daily?

Which social media channels are they getting the most engagement on?

How many times do they post to each network per day? Per week?

What times of day do they post most often? Which posts have the most engagement?

List 3 social media channels that offer the most opportunity to your business. How many times would you post to each network per day? What times would you post?