

## 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?**