

Social Media Productivity Planner



Create a productive social media plan to
make better use of your time online

Social Media Productivity Planner
includes your action steps to plan
and worksheets to track and
set your social media goals

How to use the Planner

Your business is different than everyone else out there doing the same thing, blogging about the same topics or creating the same type of products and services. Your business or blog is different because you're different.

Everything about what you do is different - your schedule is different, you have your own personal things that you have to incorporate into your daily busy schedule and how you get your work done is different.

And it's not an easy thing to follow the expert's advice to do this on social media or spend your time working on that social network. It's just not that easy because you're not like everyone else.

Your business is different and so is your schedule.

And that's the big thing I want to you remember as you work through the steps in the Social Media Productivity Planner. This is NOT a cookie cutter template where you fill out a form so you can check off a social media plan on your list.

There are four sections in the Social Media Productivity Planner with exercises and worksheets for you to work through as they connect with your business:

Review

Setting Goals

Tracking Goals

Getting It Done

All of these strategic sections combined will guide you through the process to fit social media marketing in a way that makes sense into your already crazy busy schedule.

For your FREE review of the Social Media Productivity Planner, we'll focus on the section to help you create a more focused to-do list.

Because it's not about just writing out some goals and then filling out the numbers for your follower counts on a worksheet. Being successful on social media is so much more than just a bunch of numbers!

The Social Media Productivity Planner will help you sort through the ideas the experts are sharing in their blog posts and teaching you in their webinars.

It's about turning the expert's advice into something you'll actually do every week. It's about learning social media skills to make your time online efficient and effective.

It's about finding the balance with all your social media marketing, tweaking what's not working for you and learning to fit it all into your already crazy busy day.

Focused To-Do List

Most people have a love-hate relationship with their to-do lists.

You love the idea of being more organized and you write out all the things you need to do that week in a pretty printable you found on Pinterest. And when Monday comes around, you look over your list and wonder what to do first and when you'll find the time to fit everything into your schedule.

That's about the time the hate sets in. Those empty checkboxes stare at you, like they're mocking you for even trying to use a different color pen to help you be more efficient with your list.

By Wednesday, you've crossed off three things on your list. Friday comes, only two more things get crossed off and you toss it into the trash.

{ stupid list }

When Sunday rolls around, you print out another pretty sheet and move everything from last week's list into this week's printable. You re-read the blog post where you found the printable to make sure you're doing this right.

"This time," you tell yourself. "I'll work through this thing this week."

Honestly, the problem isn't the stuff on your list or the way that the printable was set up. You're in that endless spiral of moving things from list to list because you haven't learned one of the most important things about being productive - knowing what you can realistically get done and finding the time to fit it into your schedule.

A More Focused To-Do List

With such a limited amount of time to work every week, I learned the value of creating a more focused to-do list.

And being so focused helped when my schedule changed from week to week.

Some days it was a 3-hour block of time in the morning and other days I was able to work straight through most of the day for about 5 hours.

I discovered how to prioritize what I could get done in the pockets of time I was able to carve out in my day.

My to-do list became more than just breaking down my tasks for the week into smaller action items. It was more than just scheduling them into my planner for the day.

It was about knowing what absolutely needed to be done that week and how much time it was going to take me to do it.

What does this to-do list stuff have to do with getting more done with your to-do list?

Everything --- most of the time we set this great big hairy goals without even knowing how we'll get them done.

Now I'm all for setting big goals, you know the ones that are so big that they scare the crap out of you. It's one thing to dream about a goal. It's another thing to realistically look at how we're going to get these things done.

Why You Need Task Tracking

What's a Task Management system and why do you need one?

Task management is creating a system to help you learn what to do on your list and how you can fit that into your schedule. It's not anything complicated that requires you to sign up for an expensive online program.

It's simply, the way you work through your to-do list.

There's a ton of systems that can help you sort through this process. I've tried a few online apps to see which would work but then I just decided to create my own process.

I'll share with you the steps to help you power through your social media and all the other things you have on your weekly to-do list.

Step 1: Make a list

Use the **Weekly Master List** get that stuff out of your head. Your first list is usually more of a brain dump where there's no order or priority to what comes first. It's just a place to write or type out all your thoughts and ideas.

You can use a printable with highlighters, a word document or an online app like Evernote. The idea isn't to worry about what you're using as long as you take this first step to get it all out of your head and into one place.

BONUS STEP = > You can also add personal items like scheduling a dentist appointment and things to do for your business like writing your weekly newsletter into your brain dump. I find it helpful to have everything I need to do that week in one place.

Weekly Master List

To do this week:

Top Project:

Client work and other projects:

Appointments, Home Projects, Errands:

Step 2: Organize your list

Once you do a brain dump of everything, you'll see the full picture of what you need to do for that week.

Review your brain dump notes to decide which items are the most important ones that you need to work on.

Now it's time to get serious about prioritizing your action items.

If growing your Facebook presence by networking in Facebook Groups is a top priority in your social marketing then doing some research on how to use Instagram is most likely going to be pushed down to the bottom of your list.

But blocking off 30 minutes a day to post in your Facebook Groups would be listed higher in your list.

Step 3: Schedule your week

Now you know what you need to do so schedule these action items into your planner for the week.

I tried to start with ten of the things on my list but I found that my week could only handle three of the action items for my business and three things in my social media marketing list.

How did I figure out that I could only manage adding in three things?

I worked through the steps of something I call Task Tracking. You can use **the Task Tracking Worksheets** on the following pages to help you evaluate all the action steps you do every week.

This is the process that lets you see how long things really take so you know what you can realistically add into your schedule.

Let's get into the **Task Tracking worksheet** to get more done every week!

To work through this process, use the following steps:

1. From the **Weekly Master List**, write out the top things you do every week.

Think of this like your master social media to-do list.

2. If the items have several steps, use the next section to list out a breakdown of your action items.

3. Now spend the next week or two tracking yourself doing these tasks. Write down the time it actually takes from the start of your item until you can honestly cross that off your list.

Think of this worksheet like you're filling out a time sheet. What time did you start and what time did finish the work?

4. Take notes if you need to in the Notes section. I find it helps to note if I had to come back to finish something the next day or if I needed to add another step before this one.

5. In the next section, make some notes as to which of these social activities are the top action items you need to do to help you grow your business and include a priority number next to each item.

6. Now starting with the #1 priority item, schedule those items into your weekly planner and block off the time it'll take to really and honestly get those things done.

≡ TASK TRACKING ≡

For: _____

List Your Social Media Activities:

Activity	Time it takes	Notes	Prioritize

≡ TASK TRACKING ≡

For: _____

Do you need to break down one of your social media activities into smaller action items? Use this worksheet to track each part of the activity.

Action items	Time it takes