



Content Pillar Planning Worksheet

Section 1: Your Foundation

Business Goal: What is the main business goal your social media needs to support? (e.g., get more leads, build brand awareness)

Target Audience: In one sentence, who is your ideal customer?

Section 2: Brainstorm Your Core Topics & Themes

(Write down all your topic ideas, customer questions, and keywords here)

Section 3: Your 3-5 Content Pillars

Pillar 1:

Pillar Name (e.g., 'Educational Tips'):

Why it Matters (Describe the theme):

Example Post Ideas:

Pillar 2:

Pillar Name (e.g., 'Educational Tips'):

Why it Matters (Describe the theme):

Example Post Ideas:

Pillar 3:

Pillar Name (e.g., 'Educational Tips'):

Why it Matters (Describe the theme):

Example Post Ideas:

Pillar 4 (Optional):

Pillar Name (e.g., 'Educational Tips'):

Why it Matters (Describe the theme):

Example Post Ideas:

Pillar 5 (Optional):

Pillar Name (e.g., 'Educational Tips'):

Why it Matters (Describe the theme):

Example Post Ideas:

