

Annual Social Media Marketing Content Plan

Goals

- Increase brand awareness
- Grow follower base by 25%
- Boost engagement (likes, comments, shares) by 30%
- Drive traffic to website and generate leads

Target Audience

- Demographics: 25-40 years old, urban professionals
- Interests: Technology, productivity, lifestyle
- Platforms: Instagram, LinkedIn, Facebook, Twitter

Platform Overview

Platform	Content Type	Frequency	Primary Goal
Instagram	Images, Reels, Stories	5x/week	Engagement, Brand Visibility
Facebook	Posts, Videos, Events	3x/week	Community Building, Lead Gen
LinkedIn	Articles, Updates	2x/week	Networking, Thought Leadership
Twitter	Tweets, Threads	5x/week	Brand Awareness, Customer Service

Monthly Content Themes

Month	Theme	Key Campaigns
January	New Year, Productivity	#StartFresh, Tips Series
February	Community, Connection	Customer Stories, User Spotlights
March	Innovation	New Features, Product Demos
April	Sustainability	Green Initiatives, Earth Day
May	Wellness	Mental Health Awareness, Self-care Tips

Content Mix

- Educational (40%)
- Promotional (20%)
- Engagement/Interactive (30%)
- User-Generated Content & Testimonials (10%)

Key Metrics

- Followers Growth Rate
- Engagement Rate
- Website Traffic from Social
- Leads/Conversions