

# Episode 8 Worksheet



## Curating and Creating Content

This worksheet will help you take action after (or along with) tuning in to Episode 8 of Social Strategy Fundamentals. If you've downloaded the [Fundamentals of Social Media Strategy](#) book, chapters 7 and 8 share more detail about gathering, sharing, and creating content that's aligned with your strategy and voice.

### Curation

Think about how you'll approach content curation for the accounts you manage, then finish the prompts.

We'll share content that ...

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We won't share content that ...

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## Creation

Think about how you'll create content, then finish the prompts.

Who creates content?

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What does our content framework look like?

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How will we purposefully repurpose content?

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How will we build our content calendar?

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How far in advance do we plan our content?

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Does our content need to be reviewed or approved? By whom?

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Who publishes content? What tools do they use?

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Do we schedule content? If so, how far in advance?

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