



**THE WEALTHY  
SPEAKER SCHOOL**  
Build The Speaking Business of Your Dreams

# *My Social Media Strategy*

## WHAT I STAND FOR

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## TOPICS I'LL AVOID

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## SOCIAL MEDIA CHECKLIST

SELECT ONE

Yes

No

Will this post help (or hurt) my expertise and thought leadership?

Am I opening a can of worms on a divisive issue?

Is it worth it?

Does this post align with my brand?

Am I just venting or bitching about something?

Am I putting into the world something that aligns with who I am?

## EDITORIAL CALENDAR

January \_\_\_\_\_

February \_\_\_\_\_

March \_\_\_\_\_

April \_\_\_\_\_

May \_\_\_\_\_

June \_\_\_\_\_

July \_\_\_\_\_

August \_\_\_\_\_

September \_\_\_\_\_

October \_\_\_\_\_

November \_\_\_\_\_

December \_\_\_\_\_