

Worksheet #2: AI + Social Media Strategy

 ***More content isn't the goal. Better content is.***

Your Platforms:

- Instagram
- LinkedIn
- X/Twitter
- Others:

What type of content performs best for you right now?

What feels repetitive or time-consuming?


Where can AI support you?

(Check all that apply)

- Caption writing
- Content ideas
- Hashtags
- Content calendar
- Video scripts

 **Your Brand Voice (in your words):**

 **What would feel “off-brand” if AI created it?**

 *AI can help you move faster.
But you're still in charge of where you're going.*