

Creating real connection

Use the space below to brainstorm ideas about how your brand can create real connection.

Be open

What are some ways your brand can be transparent about your people, values or business?

Be real

What are the values, interests or affinities that your brand and customers share?

Be empathetic

What are some of the things that matter most to your audience?

Turn your ideas into action

Take your ideas from the previous page, get specific and perfect your plans.

Social goals

To ensure your goals stay front and center in planning, list two or three primary goals of your brand's social presence here.

1

2

3

Sourcing content

Ideas are everywhere. Check the boxes of the types of content that can fuel your brand's social strategy and support the goals above. These aren't exhaustive but should provide some inspiration.

Be open	Be real	Be empathetic
<input type="checkbox"/> Employee spotlights	<input type="checkbox"/> Customer spotlights	<input type="checkbox"/> Answering customer FAQs
<input type="checkbox"/> Behind-the-scenes content	<input type="checkbox"/> Company values	<input type="checkbox"/> Lifestyle features
<input type="checkbox"/> Company culture	<input type="checkbox"/> Challenges your team members solve at work	<input type="checkbox"/> Challenges your brand solves for customers
<input type="checkbox"/> Transparency on manufacturing or suppliers	<input type="checkbox"/> User-generated content	<input type="checkbox"/> Customer events
<input type="checkbox"/> Insight into business decisions	<input type="checkbox"/> Causes your brand supports	<input type="checkbox"/> Show how your brand uses customer feedback

Series ideas

Looking at the ideas you came up with on the first page and the types of content that resonated, list three ideas for social content series that would help you connect with your audience.

1

2

3

Content ideas

Let's get down to brass tacks. Choose one series idea above and come up with three to five individual post ideas, each with a specific goal and social platform in mind.

1

2

3

4

5

You did it!

You have a wealth of ideas at your fingertips. Share these with your team and discuss how to incorporate into your social strategy. Let us know how it goes [@SproutSocial](#).