



# Content Planning: Set It and Forget It

# Sierra Duffey

- Honours Bachelor in Public Relations from University of Ottawa and Algonquin College.
- Worked in communications, web design and project management in the Government of Canada.
- Photographer and artist .
- Blends art with process to create beautiful and effective content.



# Today's workshop

Why would you plan your content?

Creating a content outline

Start with big ideas

Filling in your outline

Dedicate time to create

Work with a content strategist





# Why plan your content?

- Take the guesswork out of what you want to post each week/ month.
- Maximize your ideas and use one topic for multiple posts.
- Stay accountable and schedule your content ahead of time.
- Create consistency and high quality content for your followers. Repetition is actually good!

# How I work with clients



Set up a custom work plan  
and contract



Free consultation to talk  
about your brand, business  
goals and current content  
strategy



Work collaboratively to  
create a process that  
works with your voice and  
business goals

# Stay Connected!

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