



Content Strategy Worksheet

Every brand has a higher order for existing. Surfacing something like the below gives you the core components of a strong Twitter strategy.

Why does your organization exist?

Your organization's purpose

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What is our unique angle?

How will we bring it to life through content?

Your Twitter positioning

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What themes of content will help you convey your purpose and positioning?

Content Pillar A

Content Pillar B

Content Pillar C

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How will you effectively communicate with your audience using these themes?

Tactics & Campaigns

Tactics & Campaigns

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