

# Make Four Lists

## & have content for a year!

### 12 Local Businesses or Restaurants

Think of 12 locally owned businesses you use in your area and those you service

Come up with a quick blurb sharing what you like about the place, which dish you enjoyed or what items you like from a shop. Bonus Points if you capture photo or video to share with your post!

Be sure to tag the shop when sharing your post so they see it and like it, this expands your reach!

Engage with your followers by asking for their recommendations for a place to try next!

### 12 Area Events - 1 Per Month

Select one event each month that interests you in the area you live or cover, and make a post sharing the event details and why you're looking forward to it. Include event links and information. You may want to do this quarterly or monthly.

Get photos while you attend any of these events and use these for follow-up posts!

Engage with your followers by doing a contest where you give away tickets based on likes/signups, or asking for their event recommendations!

You may be able to set up a tent at some of these events!

### 12 Recipes - 1 Per Month

Think of each season of the year and what go-to recipes you always love to make and share!

Take or find photos to accompany each recipe. Bonus points if you actually make one each month and post pics of that!

Engage with your followers by asking them to share their version of what you made, or a recommendation on what else to make and share.

Get your family or friends involved! If you can't think of recipes, ask for a recommendation, and be sure to tag them so you expand your reach!

### 12 Neighborhoods

Pick 12 areas or neighborhoods, including your own, that you know well or where you would like to start having a presence.

Pick a few main aspects to learn about the area, and put together a post to share this information. This can be a market report, how far the area is from a dog park, anything your target audience might care about! Bonus points if you make a video about the area to share.

Engage with your audience by asking what to check out when you pick the next place to explore. Respond to them with feedback, and of course tag the business for engagement!

Decide which week of each month to post which topic, and create as much content ahead of time as possible. Schedule what you can ahead of time, put the rest on a calendar to remind you when to post! Start your lists on the other side of this sheet.

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12 Neighborhoods