



90-DAY SOCIAL MEDIA ROADMAP WORKBOOK

APPLY WHAT YOU'VE LEARNED, STAY CONSISTENT, AND GROW
YOUR BRAND WITH CLARITY AND PURPOSE.



This workbook belongs to:

Created by Me&Co. in collaboration with Texas State University

weareme.co | [@weareme.co](https://www.instagram.com/weareme.co)

WELCOME TO YOUR NEXT CHAPTER

You've done the work — now it's time to put everything into motion. This 90-day roadmap is your space to plan, test, and track your growth.

Inside, you'll find prompts, planners, and reflection pages to help you:

- Stay consistent with your posting schedule
- Experiment with new content ideas
- Understand your analytics
- Strengthen your brand voice

Don't aim for perfection — aim for progress. Show up, track what works, and adjust as you go.



ACKNOWLEDGEMENT

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Disclaimer

These materials were developed by Me&Co. for educational use. The views expressed do not necessarily represent those of the Kauffman Foundation, Texas State University, or any partners. Any tools, platforms, or resources mentioned are for reference only and are not endorsed by the university or the program.

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HOW TO USE THIS WORKBOOK

This workbook is designed to guide you from big-picture goals all the way down to the actions you take each week. Think of it as a funnel: you start wide, then get more focused as you move through the pages.

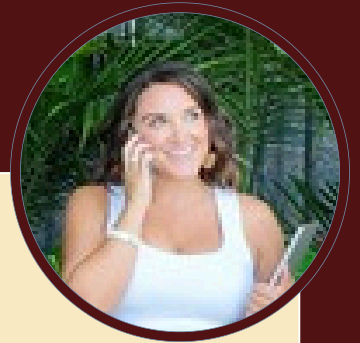
You'll begin with your *monthly goals*. These are your big priorities for the next 30 days — growth targets, key projects, or important milestones. Once those are set, the workbook helps you break each goal into *weekly actions*. Every weekly section gives you space to outline what needs to happen now, what can wait, and what support or tools you'll need. By the time you reach the daily execution pages, you'll already have a clear roadmap that ties every task back to the bigger vision you set for the month.

The structure is intentional: start broad, narrow in, and make progress feel doable. Follow the pages in order and let each section build on the last.

1. **Start each month** with a clear focus: What's your main goal?
2. **Plan weekly** using the tracker pages — set realistic posting goals.
3. **Reflect monthly** to capture insights and progress.
4. **Review quarterly** (at the end) to identify wins and next steps.

● **Tip:** Schedule one day each week to plan and batch content — even two hours of intentional work can keep your marketing running smoothly.

A NOTE FROM MELODY



This workbook was created to help you build consistency with confidence. Whether you're growing your audience, launching a new offer, or just trying to stay visible — remember that small, intentional steps add up.

Your story matters. Every post, caption, and connection builds toward something bigger.

You've got this — and the best part? You already started.

With encouragement,

Melody

Melody Estrada

Founder & Lead Strategist, Me&Co.





MONTH 1: BUILD CONSISTENCY

CLARIFY YOUR GOALS, DEFINE YOUR BRAND VOICE, AND CREATE SYSTEMS FOR CONSISTENT POSTING.



MONTH 1: BUILD CONSISTENCY

Month 1 Overview

★ **Theme:** Foundations & Focus

🔍 **Objective:** Clarify your goals, define your brand voice, and create systems for consistent posting.

✍️ **Monthly Focus Prompts:**

- **What's my #1 goal for this month?**

(Write down one specific and measurable goal for your social media marketing this month.)

My goal is: _____

- **Which platform(s) will I focus on?**

(Jot down the social media platforms you'll focus your energy on this month. Remember to be realistic — it's better to show up consistently on one platform than sporadically on five.)

The platform(s) I will focus on are:

MONTH 1: BUILD CONSISTENCY

Month 1 Overview

Monthly Focus Prompts (continued):

- What are my 3 content pillars?
(List the 3 main themes or topics your content will revolve around. These should align with your brand, goals, and audience interests.)

My content pillars:

1. _____

2. _____

3. _____

- How many times per week will I post?
(Decide on a posting schedule you can realistically maintain. Consistency matters more than frequency.)

I will post _____ times per week.

MONTH 1, WEEK 1

Your weekly goal tracking page

Goals & Priorities

My goal this week:

(Write down one clear, achievable goal for your social media this week. Think of this as a mini-milestone that moves you closer to your monthly goal.)

My top 3 priorities this week:

(List the three main tasks or focus areas that will help you reach your weekly goal. These could be content creation, engagement, analytics, or strategy related.)

1.

2.

3.

MONTH 1, WEEK 1

Your weekly goal tracking page

Post Tracker

	Date <i>Date of posting</i>	Platform <i>Platform(s) posting to</i>	Topic <i>Topic of post</i>	CTA <i>Post call to action</i>	Status <i>Planning, scheduling, posted, etc.</i>
Sun					
Mon					
Tue					
Wed					
Thurs					
Fri					
Sat					

MONTH 1, WEEK 1

Your weekly goal tracking page

End-of-Week Reflections

Reflection Prompts:

- **What worked well this week?**

(Reflect on what went right — the posts that performed well, habits you stuck to, or new ideas that connected with your audience. Celebrate the wins, big or small.)

- **What challenges did I face?**

(Think about what felt difficult or didn't go as planned — whether it was consistency, engagement, or time management. Awareness helps you plan better next week.)

- **One thing I'll improve next week:**

(Choose one area you want to focus on improving. Keep it specific and realistic so you can measure your progress week by week.)

MONTH 1, WEEK 2

Your weekly goal tracking page

Goals & Priorities

My goal this week:

(Write down one clear, achievable goal for your social media this week. Think of this as a mini-milestone that moves you closer to your monthly goal.)

My top 3 priorities this week:

(List the three main tasks or focus areas that will help you reach your weekly goal. These could be content creation, engagement, analytics, or strategy-related.)

1.

2.

3.

MONTH 1, WEEK 2

Your weekly goal tracking page

Post Tracker

	Date <small>Date of posting</small>	Platform <small>Platform(s) posting to</small>	Topic <small>Topic of post</small>	CTA <small>Post call to action</small>	Status <small>Planning, scheduling, posted, etc.</small>
Sun					
Mon					
Tue					
Wed					
Thurs					
Fri					
Sat					

MONTH 1, WEEK 2

Your weekly goal tracking page

End-of-Week Reflections

Reflection Prompts:

- **What worked well this week?**

(Reflect on what went right — the posts that performed well, habits you stuck to, or new ideas that connected with your audience. Celebrate the wins, big or small.)

- **What challenges did I face?**

(Think about what felt difficult or didn't go as planned — whether it was consistency, engagement, or time management. Awareness helps you plan better next week.)

- **One thing I'll improve next week:**

(Choose one area you want to focus on improving. Keep it specific and realistic so you can measure your progress week by week.)

MONTH 1, WEEK 3

Your weekly goal tracking page

Goals & Priorities

My goal this week:

(Write down one clear, achievable goal for your social media this week. Think of this as a mini-milestone that moves you closer to your monthly goal.)

My top 3 priorities this week:

(List the three main tasks or focus areas that will help you reach your weekly goal. These could be content creation, engagement, analytics, or strategy-related.)

1.

2.

3.

MONTH 1, WEEK 3

Your weekly goal tracking page

Post Tracker

	Date <small>Date of posting</small>	Platform <small>Platform(s) posting to</small>	Topic <small>Topic of post</small>	CTA <small>Post call to action</small>	Status <small>Planning, scheduling, posted, etc.</small>
Sun					
Mon					
Tue					
Wed					
Thurs					
Fri					
Sat					

MONTH 1, WEEK 3

Your weekly goal tracking page

End-of-Week Reflections

Reflection Prompts:

- **What worked well this week?**

(Reflect on what went right — the posts that performed well, habits you stuck to, or new ideas that connected with your audience. Celebrate the wins, big or small.)

- **What challenges did I face?**

(Think about what felt difficult or didn't go as planned — whether it was consistency, engagement, or time management. Awareness helps you plan better next week.)

- **One thing I'll improve next week:**

(Choose one area you want to focus on improving. Keep it specific and realistic so you can measure your progress week by week.)

MONTH 1, WEEK 4

Your weekly goal tracking page

Goals & Priorities

My goal this week:

(Write down one clear, achievable goal for your social media this week. Think of this as a mini-milestone that moves you closer to your monthly goal.)

My top 3 priorities this week:

(List the three main tasks or focus areas that will help you reach your weekly goal. These could be content creation, engagement, analytics, or strategy-related.)

1.

2.

3.

MONTH 1, WEEK 4

Your weekly goal tracking page

Post Tracker

	Date <small>Date of posting</small>	Platform <small>Platform(s) posting to</small>	Topic <small>Topic of post</small>	CTA <small>Post call to action</small>	Status <small>Planning, scheduling, posted, etc.</small>
Sun					
Mon					
Tue					
Wed					
Thurs					
Fri					
Sat					

MONTH 1, WEEK 4

Your weekly goal tracking page

End-of-Week Reflections

Reflection Prompts:

- **What worked well this week?**

(Reflect on what went right — the posts that performed well, habits you stuck to, or new ideas that connected with your audience. Celebrate the wins, big or small.)

- **What challenges did I face?**

(Think about what felt difficult or didn't go as planned — whether it was consistency, engagement, or time management. Awareness helps you plan better next week.)

- **One thing I'll improve next week:**

(Choose one area you want to focus on improving. Keep it specific and realistic so you can measure your progress week by week.)

END OF MONTH 1 REFLECTION



What did I learn about my audience this month?

(Reflect on any insights you gained — what topics, tones, or formats your audience connected with most.)



Which post performed best — and why?

(Identify the top-performing post and reflect on what made it stand out — timing, topic, visuals, caption, or tone.)

My best-performing post was: _____

It performed well because: _____



What made posting easier or harder?

(Consider what helped you stay consistent and what created obstacles — from scheduling tools to mindset or time management.)



My biggest takeaway:

(Sum up the most valuable lesson you're taking from this month — something you'll carry into the next phase of your content journey.)

My biggest takeaway is: _____



MONTH 2: EXPERIMENT + ANALYZE

TRY NEW CONTENT TYPES, TRACK ENGAGEMENT, AND REFINE
YOUR VOICE.



MONTH 2: EXPERIMENT + ANALYZE

Month 2 Overview

★ **Theme:** Testing & Discovery

🔍 **Objective:** Try new content types, track engagement, and refine your voice.

📌 **Monthly Focus Prompts:**

- **What new format will I test this month? (Reels, Lives, Blogs, etc.)**

(Time to experiment with something new — maybe Reels, carousels, Lives, blogs, or collaborations. Testing different formats helps you learn what your audience loves most.)

This month, I'll test: _____

- **What kind of content sparked the most engagement last month?**

(Look back at what got people talking, sharing, or commenting. Identify the themes, tones, or visuals that resonated — they're your clues for what to create more of.)

MONTH 2: EXPERIMENT + ANALYZE

Month 2 Overview

Monthly Focus Prompts (continued):

- **Which metrics will I focus on?**

(Choose 2–3 key metrics to track this month – like saves, shares, reach, or link clicks. Focusing on the right data helps you measure what truly matters.)

My focus metrics:

1. _____

2. _____

3. _____



MONTH 2, WEEK 1

Your weekly goal tracking page

Experiment & Engagement Log

Experiment of the Week:

Engagement Log

Platform	Post Type	# Saves	# Shares	Comments	Notes

MONTH 2, WEEK 1

Your weekly goal tracking page

End-of-Week Reflections

Reflection Prompts:

- **What surprised me this week?**

(Think about any unexpected outcomes — a post that performed better than you thought, a comment that stood out, or something you learned from showing up consistently.)

- **What content felt most “me”?**

(Reflect on which post or moment felt the most natural, authentic, or aligned with your brand voice. This helps you find your creative flow and lean into what feels good.)

- **What did my audience respond to most?**

(Look for patterns in engagement — what sparked the most likes, comments, or shares? And why?)

MONTH 2, WEEK 2

Your weekly goal tracking page

Experiment & Engagement Log

Experiment of the Week:

Engagement Log

Platform	Post Type	# Saves	# Shares	Comments	Notes

MONTH 2, WEEK 2

Your weekly goal tracking page

End-of-Week Reflections

Reflection Prompts:

- **What surprised me this week?**

(Think about any unexpected outcomes — a post that performed better than you thought, a comment that stood out, or something you learned from showing up consistently.)

- **What content felt most “me”?**

(Reflect on which post or moment felt the most natural, authentic, or aligned with your brand voice. This helps you find your creative flow and lean into what feels good.)

- **What did my audience respond to most?**

(Look for patterns in engagement — what sparked the most likes, comments, or shares? And why?)

MONTH 2, WEEK 3

Your weekly goal tracking page

Experiment & Engagement Log

Experiment of the Week:

Engagement Log

Platform	Post Type	# Saves	# Shares	Comments	Notes

MONTH 2, WEEK 3

Your weekly goal tracking page

End-of-Week Reflections

Reflection Prompts:

- **What surprised me this week?**

(Think about any unexpected outcomes — a post that performed better than you thought, a comment that stood out, or something you learned from showing up consistently.)

- **What content felt most “me”?**

(Reflect on which post or moment felt the most natural, authentic, or aligned with your brand voice. This helps you find your creative flow and lean into what feels good.)

- **What did my audience respond to most?**

(Look for patterns in engagement — what sparked the most likes, comments, or shares? And why?)

MONTH 2, WEEK 4

Your weekly goal tracking page

Experiment & Engagement Log

Experiment of the Week:

Engagement Log

Platform	Post Type	# Saves	# Shares	Comments	Notes

MONTH 2, WEEK 4

Your weekly goal tracking page

End-of-Week Reflections

Reflection Prompts:

- **What surprised me this week?**

(Think about any unexpected outcomes — a post that performed better than you thought, a comment that stood out, or something you learned from showing up consistently.)

- **What content felt most “me”?**

(Reflect on which post or moment felt the most natural, authentic, or aligned with your brand voice. This helps you find your creative flow and lean into what feels good.)

- **What did my audience respond to most?**

(Look for patterns in engagement — what sparked the most likes, comments, or shares? And why?)

END OF MONTH 2 REFLECTION

One strategy I want to keep:

(Reflect on what worked — maybe it's a posting rhythm, content type, or engagement habit that helped you feel aligned and consistent.)

One I want to drop:

(Let go of what didn't serve you — whether it's overcomplicating your process, chasing trends, or a platform that drains your energy.)

How has my confidence changed?

(Check in with how you feel showing up online now versus when you started. Confidence grows through practice — take a moment to notice it.)

"Creativity lives in experimentation — test, learn, repeat."



MONTH 3: OPTIMIZE + GROW

BUILD ON WHAT'S WORKING, SIMPLIFY WHAT'S NOT, AND PLAN FOR THE NEXT QUARTER.



MONTH 3: OPTIMIZE + GROW

Month 3 Overview

★ **Theme:** Refinement & Growth

🔍 **Objective:** Build on what's working, simplify what's not, and plan for the next quarter.

✍️ **Monthly Focus Prompts:**

- **Which content formats are driving results?**

(Look at what's performing best — Reels, carousels, stories, blogs, or emails. Identify what's helping you grow so you can double down on what works.)

- **What do I want to be known for?**

(Define your signature — what you want people to instantly associate with your content. This helps shape your brand voice and long-term positioning.)

I want to be known for:

MONTH 3: OPTIMIZE + GROW

Month 3 Overview

Monthly Focus Prompts (continued):

- **How will I celebrate progress this month?**

(Take a moment to plan your reward for staying consistent. Whether it's a creative break, a self-care day, or sharing your wins — celebrating keeps you motivated.)

Measuring Performance

Your performance score is meant to help you reflect on how intentionally you showed up that week. It's not about perfection — it's about consistency, effort, and follow-through.

Use this quick guide to help you rate yourself:

- 5 — Excellent: You completed most of your planned actions, stayed consistent, and saw clear movement toward your goals.
- 4 — Strong: You made steady progress, even if a few tasks rolled over.
- 3 — Moderate: You completed some actions but struggled with consistency.
- 2 — Minimal: You started a few tasks but didn't maintain momentum.
- 1 — Needs Attention: You didn't work toward your goals this week.

MONTH 3, WEEK 1

Your weekly goal tracking page

Weekly Performance Tracker

	Date	Post Theme	Format	Performance (1-5)	Notes
Sun					
Mon					
Tue					
Wed					
Thurs					
Fri					
Sat					

MONTH 3, WEEK 1

Your weekly goal tracking page

Weekly Wins & End-of-Week Reflection

Weekly Wins:

1. _____
2. _____
3. _____

Weekly Reflection:

- **What created the most engagement?**

(Look at which post, story, or topic sparked the most interaction this week. Understanding what resonates helps you keep growing with intention.)

- **What new connections or collaborations happened this week?**

(Think about any new relationships that formed — followers who became fans, brands who reached out, or creators you connected with. Growth isn't just in numbers — it's in community.)

MONTH 3, WEEK 2

Your weekly goal tracking page

Weekly Performance Tracker

	Date	Post Theme	Format	Performance (1-5)	Notes
Sun					
Mon					
Tue					
Wed					
Thurs					
Fri					
Sat					

MONTH 3, WEEK 2

Your weekly goal tracking page

Weekly Wins & End-of-Week Reflection

Weekly Wins:

1. _____
2. _____
3. _____

Weekly Reflection:

- **What created the most engagement?**

(Look at which post, story, or topic sparked the most interaction this week. Understanding what resonates helps you keep growing with intention.)

- **What new connections or collaborations happened this week?**

(Think about any new relationships that formed — followers who became fans, brands who reached out, or creators you connected with. Growth isn't just in numbers — it's in community.)

MONTH 3, WEEK 3

Your weekly goal tracking page

Weekly Performance Tracker

	Date	Post Theme	Format	Performance (1-5)	Notes
Sun					
Mon					
Tue					
Wed					
Thurs					
Fri					
Sat					

MONTH 3, WEEK 3

Your weekly goal tracking page

Weekly Wins & End-of-Week Reflection

Weekly Wins:

1. _____
2. _____
3. _____

Weekly Reflection:

- **What created the most engagement?**

(Look at which post, story, or topic sparked the most interaction this week. Understanding what resonates helps you keep growing with intention.)

- **What new connections or collaborations happened this week?**

(Think about any new relationships that formed — followers who became fans, brands who reached out, or creators you connected with. Growth isn't just in numbers — it's in community.)

MONTH 3, WEEK 4

Your weekly goal tracking page

Weekly Performance Tracker

	Date	Post Theme	Format	Performance (1-5)	Notes
Sun					
Mon					
Tue					
Wed					
Thurs					
Fri					
Sat					

MONTH 3, WEEK 4

Your weekly goal tracking page

Weekly Wins & End-of-Week Reflection

Weekly Wins:

1. _____
2. _____
3. _____

Weekly Reflection:

- **What created the most engagement?**

(Look at which post, story, or topic sparked the most interaction this week. Understanding what resonates helps you keep growing with intention.)

- **What new connections or collaborations happened this week?**

(Think about any new relationships that formed — followers who became fans, brands who reached out, or creators you connected with. Growth isn't just in numbers — it's in community.)

END OF MONTH 3 REFLECTION

My biggest win this month:

(Celebrate the progress you've made — a goal achieved, consistency built, or a creative risk that paid off.)

What I learned about my audience:

(Summarize your biggest insights — what your audience values, how they engage, and what makes them stick around.)

What I'll focus on next month:

(Choose 1–2 focus areas that will guide your strategy moving forward. Keep them clear and realistic to stay aligned with your growth.)

How I'll reward myself for showing up:

(Reflect on how you'll celebrate your consistency and growth — you've built momentum, and that deserves acknowledgment.)



QUARTERLY RECAP & NEXT STEPS

REFLECT ON YOUR PROGRESS USING THE QUESTIONS
PROVIDED.



QUARTERLY RECAP & NEXT STEPS

90-Day Reflection Questions

★ What am I most proud of from this quarter?

(Reflect on your biggest moments of growth — whether it was showing up consistently, finding your voice, or finally feeling confident on camera. Progress deserves recognition.)

🧠 What's one new skill I developed?

(Think about a skill you strengthened or learned — maybe editing IG Reels, writing captions faster, or analyzing metrics.)

🌱 What habits helped me stay consistent?

(Identify the small routines or systems that kept you on track — batching content, scheduling posts, or setting weekly goals. These are your foundation for sustainable growth.)

QUARTERLY RECAP & NEXT STEPS

90-Day Reflection Questions (continued)



What content sparked the most genuine connection?

(Look at the posts or moments that felt most real — the ones that resonated deeply with your audience and reminded you why you started sharing in the first place.)



What's my next goal for the next 90 days?

(Set a clear, measurable goal that builds on your momentum from this quarter. Keep it focused and actionable — something you can track and celebrate.)

My next 90-day goal is: _____

👉 **On the next page, write a short commitment statement to anchor this goal for the next 90 days.**

COMMITMENT STATEMENT

Before stepping into your next 90 days, take a moment to ground yourself in intention. Use this space to write a personal commitment to your growth, creativity, and consistency

✦ *Example:*

“I commit to showing up for my brand with consistency, creativity, and clarity for the next 90 days.”

Use this section to craft your own — something that feels personal and motivating. This is your promise to yourself and your business.

My 90-Day Commitment Statement



NOTES & IDEAS SECTION

YOUR SPACE FOR FREEFORM NOTES



NOTES & IDEAS SECTION

Lined pages for freeform notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

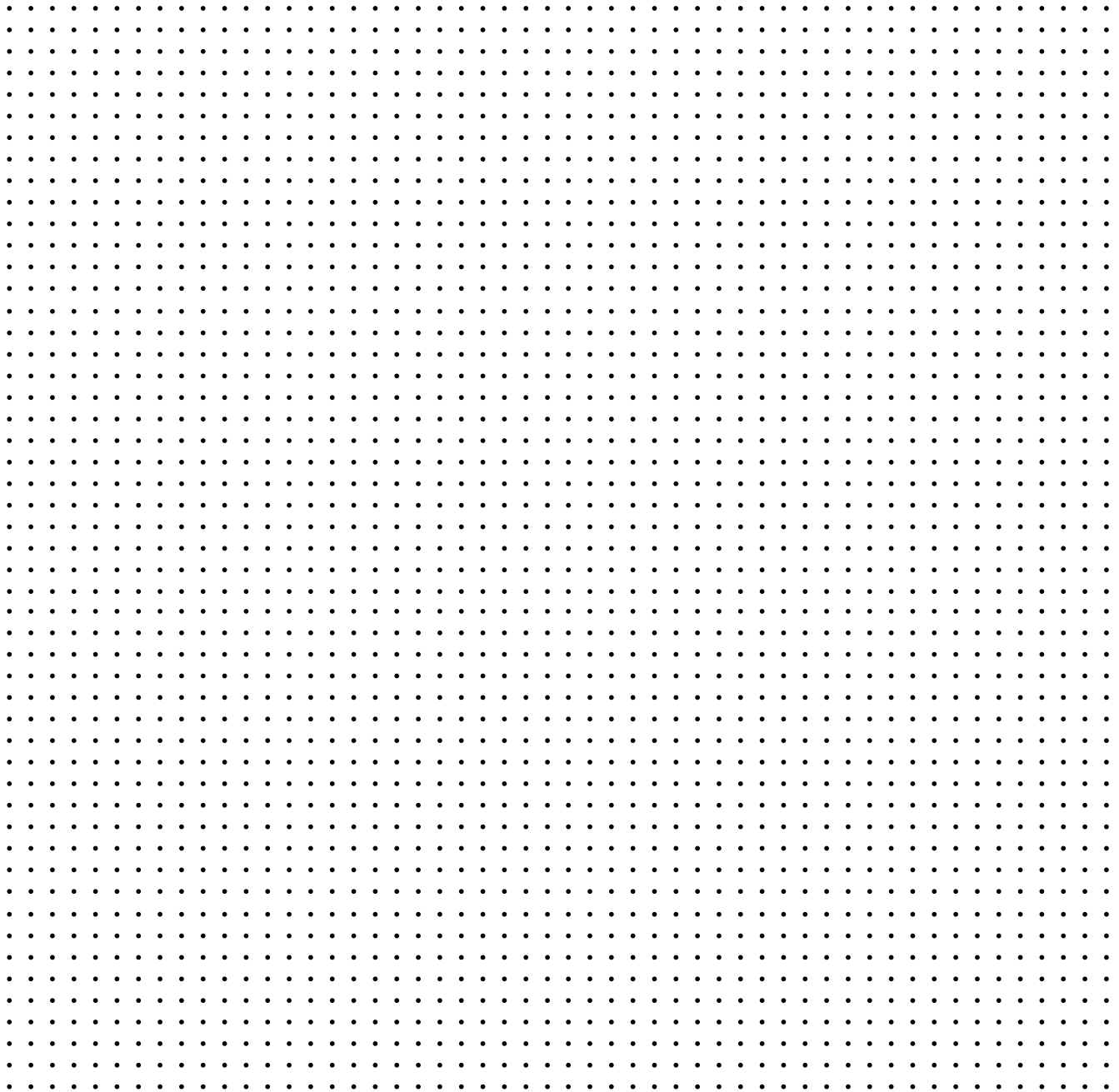
NOTES & IDEAS SECTION

Lined pages for freeform notes

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

NOTES & IDEAS SECTION

Dotted pages for freeform notes



NOTES & IDEAS SECTION

Dotted pages for freeform notes

A large rectangular area filled with a uniform grid of small dots, intended for freeform notes.



☀️ YOU DID IT!

Completing this roadmap is more than a milestone — it's proof that you've shown up for your business with intention.

Keep this workbook nearby as a reference and reminder of how far you've come.



Created by Me&Co. in collaboration with Texas State University's LIFT Program.