



Vibe Check Content Planner Template

1. Content Overview

Video Title:

Describe the video's main focus or theme.

Objective:

What do you aim to achieve with this video? (e.g., increase engagement, promote a product, join a trend)

Target Audience:

Who is this video for? (e.g., age group, interests, location)

Hashtags & Trends:

List relevant hashtags and trends to incorporate.

2. Content Details

Content Idea:

Outline the core idea or concept for your video.

Script/Outline:

Provide a brief script or outline of what will be said or shown.

Visuals & Props:

List any specific visuals, props, or settings needed.

Music/Sound Effects:

Choose background music or sound effects.



Call to Action (CTA):

What action do you want viewers to take? (e.g., like, comment, share, visit website)

3. Production Plan

Filming Date:

When will you film the video?

Filming Location:

Where will you film? (e.g., studio, outdoor, home)

Equipment Needed:

List any equipment or tools required (e.g., camera, lighting, microphone)

Roles:

Assign roles if working with a team (e.g., camera person, editor)

4. Post-Production

Editing Notes:

Detail any special effects, transitions, or edits needed.

Caption:

Write a catchy and engaging caption for your video.

Hashtags:

Finalize your list of hashtags for maximum reach.

Thumbnail:

Plan or create a thumbnail that will attract viewers.



5. Publishing & Promotion

Scheduled Post Date:

When will you publish the video?

Promotion Strategy:

How will you promote the video? (e.g., cross-post on other social media, collaborate with influencers)

Engagement Plan:

Outline how you will engage with viewers post-publication (e.g., respond to comments, share user-generated content)

6. Performance Review

Metrics to Track:

What metrics will you monitor to measure success? (e.g., views, likes, shares, comments)

Feedback:

Gather and analyze feedback from viewers.

Lessons Learned:

What worked well and what could be improved for future videos?
