


## *Blog Post Template*



SOCIAL BRILLIANT

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### The Brilliant Blog Post Breakdown

We make a copy of this document for every post listed in our Editorial Calendar. This template gets filled in with rough notes at our quarterly editorial meeting. Near the writing deadline it gets passed around our team, where we fill in all the moving pieces one at a time.

This means we're able to get images sourced for the post, workshop a bunch of different title ideas, give it an SEO check, pre-write a few social media updates to insert into Hootsuite. It makes sure we've got all of our outreach needs covered, and write the actual post...all without ever having to leave this document.

Once the template's complete, the entire package gets dropped in the caring and capable hands of our Email & Social Media Marketer to be formatted, published, and promoted, all in one fell swoop.

We got this template and process from LKR Social Media (although we've tweaked a few pieces to suit our own needs)

**Post Title:**  
**Publish Date:**  
**Keywords:**

**Notes:**

**Possible Click To Tweets (140 characters including @BrettDavidson bit.ly-link:**

- 1)
- 2)
- 3)
- 4)
- 5)

**Anybody mentioned in this post to notify?**

**Headline Workshop:**  
Write no less than 25 headline options here. The best one will become your post title; the remainder can be re-purposed as social media updates or trashed.

**Shutterstock Image:**

**Post:**

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