

# MGG | SOCIAL MEDIA CANVAS

STRATEGY	GOALS 🎯	AUDIENCE 👥	PLATFORM 🌐
	HOOK 🎵	VALUE PROPOSITION ✅	STORY 📖
	VISUALS 📷	HASHTAGS #	
CONTENT	CALL TO ACTION (CTA) 📩	ENGAGEMENT PROMPT 🗨️	TIMING ⌚
	ANALYTIC 📊		TONE & STYLE 💬
ENGAGEMENT			

A STEP-BY-STEP APPROACH TO CRAFTING STRONG SOCIAL MEDIA POSTS.

# IMPACT CANVAS UNLOCKED

## WHAT IS THE IMPACT CANVAS & WHY USE IT?

The Impact Canvas is like planting a seed for your social media strategy. It's a one-page framework that maps out every element you need to create engaging, purposeful posts, helping you grow your ideas into posts that resonate with your audience. The canvas combines the crucial parts of social media content—audience, message, visuals, and calls to action—and shows how these elements work together to achieve your goals.

## WHY USE IT?

Whether you're just starting with social media (a new seedling) or have an established presence (a mature plant), the Impact Canvas helps you:

- Develop and plan compelling posts by organising your ideas.
- Identify opportunities for engagement by focusing on audience needs.
- Align your content strategy with clear goals and values.

This tool ensures that each post has purpose and impact, making social media planning more straightforward and intentional.

## HOW TO BEGIN: START WITH YOUR GOAL

To “plant” your social media post, start by defining your Goal—the core purpose of your content. This is like the “main root” of your post. Once you’ve established this, you can build on other elements, such as your audience, message, and call to action. Each building block adds value to your content; water, sunlight, and soil help a seed grow.

## USING STICKY NOTES AND VISUAL ELEMENTS

Grab some sticky notes and write down key points for each block in the canvas. Sticky notes make it easy to move ideas around as you refine your post. Consider using different colours to organise ideas, such as:

- One colour for audience insights
- Another for message ideas
- A third is for visuals or calls to action

This hands-on approach keeps your planning flexible, helping you visualise and adjust each part of your post until it's just right.



*“Shape your story,  
define your impact—  
one canvas block at a  
time.”*



# YOUR STEP-BY-STEP GUIDE TO CREATING IMPACT

## GOAL 🎯

- What is the main goal of this post?
- Are you trying to inform, engage, or convert your audience?

## AUDIENCE 👥

- Who are you speaking to?
- What are their interests, needs, or challenges?

## HOOK 🪝

- What opening line will grab attention?
- Can you use a question or bold statement to capture interest?

## VALUE PROPOSITION ✅

- What's in it for the audience?
- Why should they care about this post?

## STORY 📖

- How can you make the message relatable?
- Can you add an anecdote or interesting fact for context?

## VISUALS 📷

- What image or video will best support the message?
- Is there a visual that aligns with the post's tone and message?

## CALL TO ACTION (CTA) 🖱️

- What do you want the audience to do?
- Is your CTA clear, direct, and relevant to the goal?

## HASHTAGS & KEYWORDS #

- What hashtags or keywords will increase visibility?
- Which tags are relevant and trending for this topic?

## tone & style 💬

- What tone and style will connect with your audience?
- Should the tone be friendly, formal, or humorous?

## PLATFORM 🌐

- Which platform is best for reaching your audience?
- Does this post fit the unique style of the platform?

## TIMING ⌚

- When is the optimal time to post?
- What day and time will reach your audience when they're active?

## ENGAGEMENT PROMPT 🗣️

- How can you encourage interaction?
- Can you ask a question or invite opinions to get your audience talking?

## ANALYTICS 📊

- How will you measure the post's success?
- Which metrics (likes, comments, shares) will you track?

Plan with purpose,  
create with clarity—let  
the toolbox and canvas  
guide your impact.



# TOOLS FOR CREATING A SOCIAL MEDIA POST *(Free Subscription)*

The Impact Canvas Tool'x is a carefully curated selection of FREE, practical tools designed to help you create each element of a powerful social media post. Every tool in this set aligns with a specific part of the Impact Canvas, from defining your goals and understanding your audience to creating engaging content, scheduling, and analysing performance.

## THESE TOOLS ENABLE YOU TO:

- **Streamline Post Creation:** Save time and make content creation accessible with tools that help craft clear, impactful messaging, engaging visuals, and relevant hashtags.
- **Increase Engagement:** Tools optimising hooks, visuals, and timing can boost visibility and help you reach your audience more effectively.
- **Measure Success:** Analytics tools offer insights into what's working, helping you refine and improve future posts for better engagement.

## HOW TO USE THE TOOL'X

Each tool in the toolbox is chosen for its ability to support a specific step in the Impact Canvas:

1. **Define Your Goal and Audience:** Start with Platforms like Instagram or Facebook Insights to learn about your audience demographics and engagement patterns.

2. **Build Engaging Content:** Use tools for headline creation, grammar refinement, and visuals to produce content that resonates and stands out.
3. **Plan and Track Results:** Schedule posts at the best times for your audience and use analytics to monitor performance and identify areas for improvement.

With the Impact Canvas Tool'x, you have everything you need to create social media content that's strategic, engaging, and aligned with your goals—all at no cost.

### Goal & Audience Research 🎯

- **Tool:** Instagram/Facebook Insights (free within each platform)
- **Why:** These built-in analytics tools provide information about your current audience, including demographics, interests, and engagement habits.
- **How:** Access Insights directly within Instagram or Facebook to view data on your followers and engagement trends. Use these insights to shape the Goal and Audience sections of your post.

### Hook & Headline Creation 📌

- **Tool:** Headline Studio by CoSchedule (free limited access)
- **Why:** A strong hook is key to capturing attention, and Headline Studio helps you analyse the effectiveness of your headline.

- **How:** Try different hooks in the tool to get feedback on word choice, sentiment, and structure. Aim for a headline that is intriguing and directly relevant to your post's Goal.

### Value Proposition & Messaging ✅

- **Tool:** Grammarly Free or Zoho Writer (free)
- **Why:** Clear and error-free messaging improves readability and ensures your value proposition resonates.
- **How:** Use Grammarly for grammar and clarity checks or Zoho Writer to draft and refine your message. Both tools help ensure your Value Proposition is concise and impactful.

### Storytelling Elements 📖

- **Tool:** Canva Free or Pixabay (for royalty-free images)
- **Why:** Visual storytelling elements help your audience connect with your message more deeply.
- **How:** Use Canvas free templates and design tools to create story visuals or find images on Pixabay that align with your story. These tools support creating memorable visuals that reinforce the post's Story.



# TOOLS FOR CREATING A SOCIAL MEDIA POST *(Free Subscription)*

## Visuals & Image Editing 🖼️

- **Tool:** Snapseed (free on Android and iOS) or Canva Free
- **Why:** High-quality visuals can improve engagement by making your post visually appealing.
- **How:** Use Snapseed for quick mobile edits like brightness adjustments or colour enhancements. Canva is great for adding design elements, text, or overlays, especially for branding.

## Hashtags & Keywords #

- **Tool:** TagsFinder or Keyword Tool Free (limited searches)
- **Why:** Hashtags improve discoverability by reaching users interested in relevant topics.
- **How:** Use TagsFinder or the accessible version of the Keyword Tool to find popular hashtags in your niche. Focus on a mix of high-volume and niche hashtags to balance reach and relevance.

## Timing & Scheduling 🕒

- **Tool:** Facebook Creator Studio (free for Facebook and Instagram scheduling)
- **Why:** Scheduling your posts at peak times increases the likelihood of audience interaction.
- **How:** Use Creator Studio to schedule posts on Instagram and Facebook in advance. The tool provides

no-cost scheduling options, which are ideal for planning and ensuring consistent posting.


## Engagement Prompts 🗣️

- **Tool:** Google Forms (free) or Instagram/Facebook Stories Polls
- **Why:** Engagement prompts encourage your audience to interact with your post, boosting engagement.
- **How:** Use Google Forms to create interactive quizzes or surveys to gather insights. Instagram and Facebook Stories Polls offer easy ways to ask questions or gather opinions directly on the platform.

## Analytics & Post Performance 📊

- **Tool:** Google Analytics Free (for website tracking) or Instagram/Facebook Insights
- **Why:** Measuring post-performance helps you understand what content resonates with your audience.
- **How:** If your post links to a website, use Google Analytics to track clicks and traffic. Instagram and Facebook Insights give you free access to metrics like engagement rates, reach, and impressions to monitor post success.

These free tools allow you to create, schedule, and analyse impactful social media posts without a paid subscription, making them ideal for consistent and compelling content creation.



"Your blueprint for engagement starts here: tools to create, canvas to connect."