# Content Planning - EXAMPLE

**Theme 1:**

**Topical Buckets:**
1.
2.
3.

**Theme 2:**

**Topical Buckets:**
1.
2.
3.

**Theme 3:**

**Topical Buckets:**
1.
2.
3.

**Theme 4:**

**Topical Buckets:**
1.
2.
3.

**Topic 1**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

**Topic 2**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

**Topic 3**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

**Topic 1**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

**Topic 2**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

**Topic 3**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

**Topic 1**

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**Topic 3**

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**Social Post 3:**

**Topic 1**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

**Topic 2**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

**Topic 3**

**Social Post 1:**

**Social Post 2:**

**Social Post 3:**

# Content Planning - Example

| Bucket List Adventures | Food | Weird/Wacky Attractions | Underrated Places |
|---|---|---|---|
| 1. Hiking<br>2. Water Sports<br>3. Aerial Adventures | 1. Best Restaurants<br>2. IG Foods<br>3. Drinks | 1. Blackwater Rafting<br>2. Horse Surfing<br>3. Cliff Camping | 1. Cleveland<br>2. Boise<br>3. Oklahoma |

**Hiking**
1. x Bucket List Hikes in the World
2. Everything You Need to Know About Hiking Machu Picchu
1. x Underrated Hikes in the US

**Water Sports**
1. Surprising Water Sports You Didn't Know Existed
2. Why You Must Have Jet Packing on Your Bucket List
3. x Best Beaches for Those Who Don't Want a Lazy Day on the Sand

**Aerial Adventures**
1. x Treehouses You Can Stay in
2. This is the Scariest Zip Line in the World
3. Would You Do It? The Alpine Coaster

**Blackwater Rafting**
1. You Had No Idea This Sport Existed in New Zealand
2. x Things to Know Before Giving Blackwater Rafting a Try
3. x Surprising Adventures to Have in New Zealand

**Horse Surfing**
1. x Insane Adventures You Didn't Know You Could Have in Florida
2. Is this the Weirdest Water Sport in Florida?
3. Is Horse Surfing PETA Approved?

**Cliff Camping**
1. Are You Brave Enough to Spend the Night on a Sheer Rock Face?
2. x Amazing Places You Can Give Cliff Camping a Try
3. This New Sport Combines Rappelling, Camping and Climbing

**Best Restaurants**
1. x Best Restaurants in Denver
2. x Best Date Night Spots in America
3. x Michelin Starred Restaurants Worth the Hype

**IG Foods**
1. x Photogenic Spots You Must Try
2. x Rainbow Monstrosities That'll Blow Up Your 'Gram
3. Would You Eat It? The 24K Pizza All Over Social

**Drinks**
1. x Best Speakeasies in the Bar
2. x Cocktails to Try Before You Die
3. x Best Cities for Craft Beer Lovers

**Cleveland**
1. x Reasons Cleveland is Great for Families
2. This Surprising Midwest Destination Should Be on Your Bucket List -- Here's Why
3. x Midwest Cities You Never Thought to Visit -- But Should

**Boise**
1. x% of People Agree - Boise is the Next Denver/Portland
2. Boise's Food Scene is Ranked One of the Top in the Country - Here's Why
3. Boise is a Secret Adventure Hub -- Here's Why

**Oklahoma**
1. x Places You Never Thought to Visit in OK -- But Should
2. Oklahoma is One of the Least Visited States - Here's Why That's a Mistake
3. x Adventures You Had No Idea You Could Have in OK (Floating Cabins in the Middle of the US?!)