



2026 Social Media Priority Builder

This worksheet helps you choose one clear priority for 2026 so your social program feels more focused and effective.

1. Identify Your Priority

What's the ONE outcome that would make your program feel more successful by next December? (Examples: stronger engagement, better Reels, smoother workflows.)

2. Why This Matters + Habits to Support It

Why does this priority matter for your State right now? List the simple habits that will help you stay focused throughout the year.

3. Tools or Support You Need

What tools, templates, or support would make this priority easier to carry out? Capture anything that would help you work faster and with fewer bottlenecks.

4. Success by March

Define the early signs that you're on track. Keep this realistic and measurable so you can adjust quickly in Q1.

5. Your First 30 Days (Micro-Plan)

Break your priority into four small, realistic weekly actions so you build early momentum without overcomplicating your plan.

Week 1: _____
Week 2: _____
Week 3: _____
Week 4: _____