# Content Creation 101

## Intentions & Goals

FOR EACH OF THE CATEGORIES BELOW, WRITE DOWN THINGS YOU ARE DOING WELL AND WHERE YOU FEEL YOU COULD USE APS SUPPORT. TAKE THE TIME TO REFLECT ON THESE, AND WRITE A GOAL FOR EACH CATEGORY.

| CATEGORY | WHAT I'M DOING WELL | WHERE I NEED IMPROVEMENT | MY GOALS |
|---|---|---|---|
| CONCEPT AND IDEAS | | | |
| GRAPHICS AND MEMES | | | |
| HIGH-QUALITY PHOTOS | | | |
| HIGH-QUALITY VIDEOS | | | |
| COPYWRITING /CAPTIONS | | | |
| PUBLISHING AND POSTING | | | |

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## Action Plan

FOR EACH OF THE GOALS BELOW, WRITE DOWN THINGS YOU ARE DOING AND WHERE YOU FEEL YOU COULD USE APS SUPPORT. TAKE THE TIME TO REFLECT ON THESE, AND WRITE A PLAN FOR EACH GOAL.

| MY GOALS | WHAT I'M DOING | WHERE I NEED APS SUPPORT | MY WHY/MOTIVATION | ACTION PLAN |
|---|---|---|---|---|
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