

Platform Planner

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|---|------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Platform E.g. Facebook groups | Platform | Platform | Platform | Platform |
| Purpose to my business e.g. Maintain engagement with customers community | Purpose to my business | Purpose to my business | Purpose to my business | Purpose to my business |
| Who can I reach e.g. Community members | Who can I reach | Who can I reach | Who can I reach | Who can I reach |
| Content Types e.g. Posts, Videos, Polls and Lives | Content Types | Content Types | Content Types | Content Types |
| My ability to use 7 /10 | My ability to use /10 | My ability to use 10 /10 | My ability to use 10 /10 | My ability to use 10 /10 |