



CHECKLIST

Social media budget planning checklist

- ☐ List every subscription and recurring cost you're paying now

- ☐ Decide your affordable monthly budget going forward

- ☐ Subtract fixed costs from your total

- ☐ Split what remains between content production and paid promotion

- ☐ Set aside a small reserve for experiments

- ☐ Track what you spend each week in a simple spreadsheet

- ☐ Review your allocation at the end of every month

- ☐ Cancel any tool you haven't logged into for a month

- ☐ Increase spending in areas that brought measurable results
