

Imago Content Reflection Template

Use this worksheet weekly or monthly to stay mindful, intentional, and aligned with your message.

■ Section 1: What Worked Well

- Which post or idea got the most engagement or feedback?
- What about it resonated — tone, story, visuals, or message?

■ Example: “The short reel about conflict sparked deep comments and shares.”

■ Section 2: What Didn't Land

- Which post didn't perform as expected?
- Why might that be — too long, too technical, unclear topic?
- What can I simplify or express differently next time?

■ Example: “The attachment carousel was too complex; next time, I'll share one point as a story.”

■ Section 3: What to Try Next

- What new content idea or topic do I want to explore?
- Which emotions or stories do I want to express more of?

■ Example: “I want to share more behind-the-scenes reflections from workshops.”

■ Section 4: Emotional Connection

- Which content pieces created meaningful interactions?
- Did anyone reach out with a personal message or question?
- How did I feel about posting this content — aligned or pressured?

■ Example: “I got 3 DMs from couples who resonated deeply with my 'listening' post.”

♥■ Section 5: Authenticity Check

- Which posts felt most like me?
- Which ones felt forced or “for the algorithm”?
- How can I bring more of my authentic tone forward next month?

■ Bonus for Therapists & Facilitators

- Which recurring session/workshop themes stood out this month?

- How can I transform those into relatable, ethical insights for my audience?

■ End-of-Month Summary

My top 3 performing posts:

1. _____

2. _____

3. _____

What I'll keep doing:

- _____

- _____

What I'll change next month:

- _____

- _____

My focus theme for next month: _____