

Educational Branding Checklist + 30-Day Content Planner

GranTeach Educational Branding Toolkit

Use this checklist and planner to build a professional and consistent digital presence. Follow the structure, rhythm, and distribution framework introduced in the EKT course.

✓ Educational Branding Checklist

1. Define your teaching values and target audience clearly.
2. Select 3 core content types: Quick Tip, Case Story, Deep Dive.
3. Create a consistent posting rhythm (e.g., Tue: Tip, Thu: Story, Sat: Analysis).
4. Design your visual identity (colors, fonts, logo placement).
5. Write an authentic 'About Me' section focusing on your teaching philosophy.
6. Establish 3 main platforms (Instagram, Blog, Telegram, or YouTube).
7. Use a content calendar to plan your next 30 days.
8. Track engagement and refine your content strategy weekly.
9. Avoid trend-chasing—focus on authenticity and value.
10. Review your tone, visuals, and message for consistency every month.

■ 30-Day Content Planner

Day	Content Type	Main Topic	Platform / Notes
1			
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■ Weekly Tracking Metrics

- Follower growth and engagement rate
- Post saves and shares
- Story interactions (polls, questions)
- Click-through rate (link in bio or CTA)
- Top-performing content category this week

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