

Social Media

POSTING AND PLANNING

INTRODUCTION: WHY YOU NEED A PLAN

“If you fail to plan, you plan to fail”.

INTRODUCTION: WHY YOU NEED A PLAN

1. Eliminate writer's block
2. Avoid gaps in posting
3. Promoting the most important products/offers
4. Brand awareness
5. Social growth

STEP ONE: KNOW YOUR PLATFORMS

Why Use Multiple Platforms?

STEP ONE: KNOW YOUR PLATFORMS

Get Started By Focusing On Your
Ideal Client

STEP ONE: KNOW YOUR PLATFORMS

Think about Your
Posting Strategy

Social Media Platforms	User Stats	Posting Strategies/Tips
Twitter		
Facebook		
Instagram		

STEP TWO: CREATE YOUR EDITORIAL CALENDAR

“What should I post today?”

STEP TWO: CREATE YOUR EDITORIAL CALENDAR

What to Include on an Editorial Calendar

- Monthly or daily themes
- Product launches you're participating in
- Delegate tasks to team members
- Add other dates

STEP TWO: CREATE YOUR EDITORIAL CALENDAR

What do you use?

Platform	Features/Notes	Price (monthly/annual)
Google Calendar <i>(HubSpot has a very detailed tutorial about setting up Google Calendar for editorial purposes here)</i>		Free
Trello		Free \$9.99/month \$21/month
AirTable		Free \$10/month \$20/month

STEP THREE: CREATE YOUR BRANDING GUIDELINES

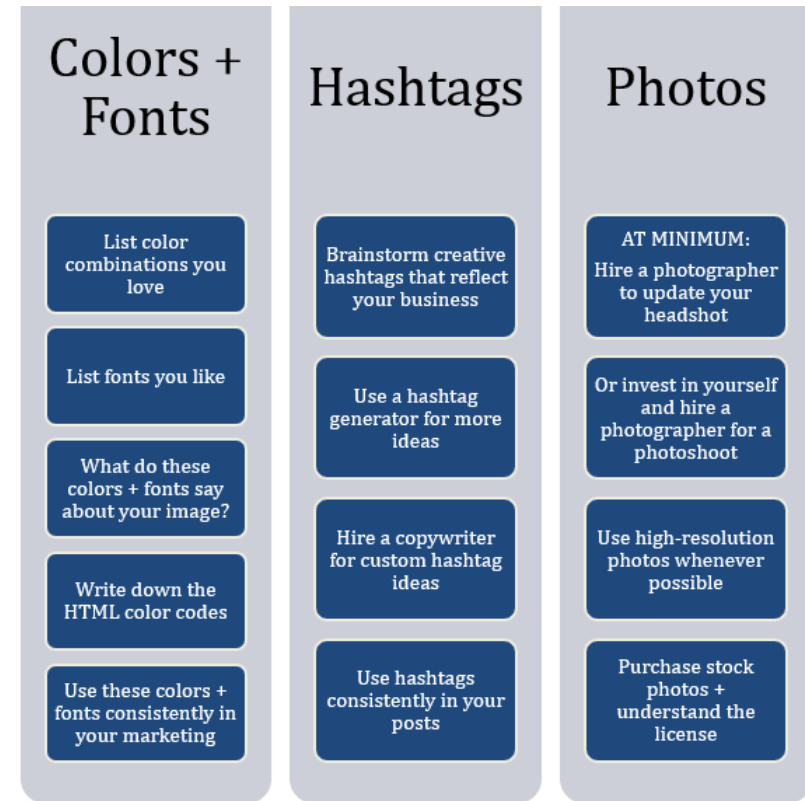
Consistency is powerful when it comes to your branding online.

STEP THREE: CREATE YOUR BRANDING GUIDELINES

1. Color Scheme
2. Hashtags
3. Photos
4. Fonts

STEP THREE: CREATE YOUR BRANDING GUIDELINES

Create Branding Guidelines and share it with all your team members and service providers.



STEP FOUR: PRIORITIZE THE BIG EVENTS

“If it’s not on the calendar, it doesn’t exist!”

STEP FOUR: PRIORITIZE THE BIG EVENTS

1. Holidays and personal events
2. Your live events
3. Speaking gigs
4. Product launches
5. Book releases
6. Other marketing avenues

STEP FOUR: PRIORITIZE THE BIG EVENTS

List your upcoming events for the next year and those dream events you hope to attend. Look at dates, fees, and locations; then prioritize

Month	Event Name(s)	Dates/Fees	Booked or Wishlist?
January			
February			
March			

STEP FIVE: INCLUDE IMPORTANT MARKETING AND VISIBILITY PIECES

Not everything you're sharing on social media has to be a major event.

STEP FIVE: INCLUDE IMPORTANT MARKETING AND VISIBILITY PIECES

- 1. Blog posts**
- 2. Podcast episodes**
- 3. YouTube videos**
- 4. Small community events**
- 5. Older content and products**
- 6. Friends and affiliate partners**

STEP FIVE: INCLUDE IMPORTANT MARKETING AND VISIBILITY PIECES

Take inventory of your content + reuse for social media posts

Review Your Current Content	Next Steps
<p>Blog Posts</p> <ul style="list-style-type: none">• Most relevant topics• Add links (resources, affiliate product)• Add calls to action• Use a plugin on your blog so readers can send out tweets direct from your post	<ul style="list-style-type: none">○ Promote each new post with a link to your blog○ Pull out short sections of the post for social media, then direct readers to your site for full article

STEP SIX: SOCIAL MEDIA IS VISUAL

Develop a plan for creating graphics you can share on all your preferred platforms.

STEP SIX: SOCIAL MEDIA IS VISUAL

Photos in Your Blog Posts

Use photos within your blog posts is because when you share the link on Facebook, a preview pops up WITH the chosen photo, thus saving you time having to search for one.

STEP SIX: SOCIAL MEDIA IS VISUAL

Photo Basics

- Use LEGAL photos
- Use high resolution photos
- Outsource graphics work to an expert

Stock Photo Companies	DIY	Hire Photographer Or Graphic Designer
<ul style="list-style-type: none">• What are the fees?• Do you like their selection?• Do you understand their licensing agreement?• Do you understand the legalities of using stock images?• Do they have good customer service?• Some suggestions: DepositPhotos.com BigStockPhotos.com Unsplash.com	<ul style="list-style-type: none">• Do you have time to take high-quality photos?• Are your current photos clear or blurry?• Do you know how to use editing software?• Do you know basic photography composition?• Do you know how to achieve special effects, such as placing text as an overlay for announcements?• Do your DIY results match your business image?	<ul style="list-style-type: none">• Do you have the budget for outsourcing?• Do you know exactly what you want?• Can you explain the exact parameters of the project?• Have you interviewed prospects?• What is the turnaround time to receive the finished project?

STEP SEVEN: EMBRACE NEW WAYS TO BE SEEN

Maintaining a presence on social media is a fulltime job; just ask any social media manager!

STEP SEVEN: EMBRACE NEW WAYS TO BE SEEN

- Video
- Facebook Groups
- Facebook Stories
- Instagram Stories

STEP SEVEN: EMBRACE NEW WAYS TO BE SEEN

Step out of your comfort zone + experiment with new social media features

Try Something New	Brainstorm Topic Ideas
YouTube	
Facebook Live	
Facebook Stories	
Instagram Stories	
Facebook Groups	
Facebook Watch Parties	
Other	

STEP EIGHT: DON'T FORGET TO HAVE SOME FUN

Your social accounts will have a lot more traction if they're not all business, all the time.

STEP EIGHT: DON'T FORGET TO HAVE SOME FUN

Other Ways to Share Your Fun

- Pet photos and videos
- Inspirational quotes
- Silly kid videos
- Behind-the-scenes videos or photos of your business

STEP EIGHT: DON'T FORGET TO HAVE SOME FUN

Take note of all the fun stuff in your life that you can share on social media.

- Hobbies
- Family
- Pets
- Travel
- Behind the Scenes
- Big Events

STEP NINE: AUTOMATE WHERE YOU CAN

Automation is a wonderful part of technology and with hundreds of platforms to choose from.

STEP NINE: AUTOMATE WHERE YOU CAN

Why Automate?

How to Automate

STEP NINE: AUTOMATE WHERE YOU CAN

Compare social media management platforms.

Management Platforms	Features	Pricing
Buffer		Free or starting from \$15/month
Tailwind		Starting at \$9.99/month
Meet Edgar		\$49/month
HootSuite		Starting at \$29/month
ZohoSocial		Starting at \$20/month

STEP TEN: GET MORE MILEAGE OUT OF EVERY POST

Repurposing is all about saving time, especially when planning your social media campaigns

STEP TEN: GET MORE MILEAGE OUT OF EVERY POST

- 1. Expand popular social posts into blog posts or emails**
- 2. Share reposted content at different times of the day**
- 3. Re-use YouTube videos on multiple platforms**
- 4. Customize each post**
- 5. Use different quotes from the same blog post on different platforms**
- 6. Repurpose photos for new posts**

STEP TEN: GET MORE MILEAGE OUT OF EVERY POST

Think of ways to mix/match to make new posts.

Old Photos

Reuse with new blog post

Reuse in new video slideshow

Create Facebook ads

Add a quote as an overlay for social posts

Old Videos

Use Vimeo to host private or paid videos

Embed on blog or share as a FB or Instagram story

Bundle like videos into a paid program

Old Blog Posts

Tweet quotes

Update post with new photo

Bundle with other posts in an eBook or class

Record a video on the same topic



QUESTIONS?

THANK YOU!