SOCIAL MEDIA PLANNER

Social Content Marketing

How to Come Up with Engaging Posts that Get Shared!

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Weekly Social Media Planner

What's more important than Google when it comes to driving traffic to your website, sales pages, and affiliate offers?

If you said social media, you're absolutely right.

With billions of loyal users, sites like Facebook, Pinterest, Twitter and Instagram are now responsible for more than 30% of all website traffic, according to a study by Shareaholic.

Clearly, social media is a marketing method we all need to pay attention to. But if you've ever tried to put the power of social media to work for your business and then not seen the results you wanted, you probably figured out pretty quickly that without a plan, it's easy to flounder around and not really achieve anything.

A good social media plan incorporates:

- **Timely content you create (your blog, videos, podcasts, etc)**

- **Archived content that still has value to your visitors (and you)**

- **Other people's content**

- **Inspirational messages and quotes**

- **Funny memes and images**

- **Events and offers**

- **Personal stories**

As you make your way through this workbook, keep each of these in mind. The best social media plan offers a cohesive melding of all of the above to tell a story and lead followers along a natural path, much like your sales funnel does.

Automate & Systematize

As with all things in business, the less work you have to put into it, the bigger your ROI (return on investment) will be.

Much of the work of a social media posting plan can be done by a trusted virtual assistant, as we've already seen. Some of it though, can be easily automated as well. There are many, many tools available to you to pre-schedule posts across a variety of social platforms, including:

- **HootSuite** - One of the first and still among the best options for managing Facebook, Twitter and Google+, HootSuite allows you to not only post updates, but also monitor your feeds from one single interface.

- **Buffer** - With integrations for all of the most popular social platforms including Pinterest, Buffer is a popular choice, and offers both free and paid plans to suit any budget.

- **Post Planner** - Great for scheduling, but Post Planner's biggest draw is its suggestions for what to post. If you struggle with engagement, Post Planner will help by offering questions you can use to spark a conversation with your followers.

- **Meet Edgar** - A newer offer in the social content scheduling field, Meet Edgar allows you to build a library of content you can then schedule whenever you like.

Nearly every app offers both free and paid options, or at the very least has a free trial. Sign up for several to test them out, and see which one meets your business needs best.

#Hashtags Matter

One way that content is organized on social media is with hashtags. Whether you're posting to Instagram, Facebook, Twitter or other platforms, including hashtags will help new followers find your content. You can think of them as the index of social media.

Including hashtags in your posts is easy. Simply find the hashtags you want to use, and add them at the end of each post with the hashtag symbol, like this: #business #socialmedia #virtualassistant.

Keep in mind that on most platforms, it's a good idea to include no more than two or three hashtags. On Twitter especially, hashtags can quickly eat up your allotted 140 characters.

Aside from the most common hashtags, **you might also consider creating your own unique hashtag.** Business coach Carrie Wilkerson uses this technique to help brand herself with the hashtag #carrieon.

Your Turn:

Take some time to research potential hashtags to use in your posts. Sites such as Hashtag Scout, Tagboard, and Hashtagify offer search engines to give you an idea of the reach of your potential hashtags. Also, keep an eye on what your competition uses. You want to be seen where they are, so using the same hashtags will help.

Use the worksheet below to organize the hashtags you'll use in your social media content.

Hashtag	Use for (content topic)

Events & Promotions

Time-sensitive events and sales are the cornerstone of your social posting. Ideally, you'll want to plan these posts well in advance, so you have time to:

- **Create graphics**

- **Research hashtags**

- **Plan related content** (blog posts, podcasts, etc)

Using the attached monthly calendar, **map out your upcoming events and offers** as far in advance as possible, then use the worksheet below to assign and organize the necessary elements.

After that, we'll use the other items in this workbook to fill in the gaps.

Event/Promo	Date	Hashtag	Graphic or Post Content Needed

If you can, **create a monthly theme** based around events and promotions, then tie all your social media posts into that single theme. This will help with branding, but more importantly, it will ensure you always know exactly what to write about, what videos to record, and what content to share.

Use the calendar below to **map out your themes for the next several months** based on upcoming product releases or other events.

Content Themes

Month	Product/Event	Theme
January		
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

Let Your Followers Know What's Happening Right Now

You're blogging, podcasting, being featured on other sites, and creating how-to videos for your readers, but unless they're super fans with lots of free time, they're unlikely to see everything you produce. You have to let them know, and social media updates are the fastest, easiest, and least expensive way to do that.

One thing it's critical to remember: no one sees every post.

That means you will need to share the same piece of content several times—and across multiple networks—to get the best results.

Images are important in today's social media as well. Nothing catches the eye quite like a beautiful, "pinnable" image. Better still, pull a short quote from your article or post and use a tool such as Picmonkey or Canva to add the words to your image, and you'll see much better engagement.

Your Turn:

For every blog post and article you write, and every video or podcast you record, **fill out the worksheet below with information for your social posts**. Then you can easily turn these over to your VA to post.

When you're done, don't forget to add it to your archived post worksheet as well (if it fits the criteria), so it can be shared again and again.

Content Title:

_____

Short description
(Should be 140 characters or less and compelling enough to get the click):

_____

Link:

_____

Image type (video screenshot, image from blog, etc):

_____

Quote for image:

_____

Post to:

- ☐ Facebook
- ☐ Twitter
- ☐ Instagram

- ☐ Pinterest
- ☐ Google+
- ☐ Other_____

Tell New Fans About Your Best Stuff From The Past

Archived blog posts, older podcast episodes, and last-year's YouTube videos are an important part of your social media plan. By sharing this less-than-fresh content you can introduce your audience to more of the things they love about you, as well as get fresh eyes on profitable posts from the past.

Don't just let an automated system recycle your content though. While that sounds like a great plan at first glance (hands-free!), it can have some unexpected results. You want to make sure you are sharing the content that's going to bring you the most benefits, and you also need to be careful not to re-share things that are no longer relevant, such as time-sensitive posts.

Here's what to look for when you're searching through old content to post.

- **Check your Google analytics** for posts that have the most traction.

- **Go through your older posts and videos** and look for those that have a strong call to action (and improve others if you can).

- **Choose posts** that promote your own products, or evergreen affiliate products. Review posts are perfect.

Your Turn:

Use this worksheet to **list your most popular and profitable content**, and make sure it's a part of your regular social posting rotation. Don't forget to include a compelling description and eye-catching image just as you did for your current content.

Link	Title	Short Description	Image Type	Post To
				☐ Facebook ☐ Twitter ☐ Instagram ☐ Pinterest ☐ Google+ ☐ Other
				☐ Facebook ☐ Twitter ☐ Instagram ☐ Pinterest ☐ Google+ ☐ Other
				☐ Facebook ☐ Twitter ☐ Instagram ☐ Pinterest ☐ Google+ ☐ Other
				☐ Facebook ☐ Twitter ☐ Instagram ☐ Pinterest ☐ Google+ ☐ Other

It's Not All About You

Sure, the point of social sharing is to drive traffic back to your site, but if all you ever do is shout "Me, me, me!" even your biggest fans will stop listening. Be sure you're adding in a good selection of content from other providers as well.

By finding and sharing the best content in your industry, you will quickly become known as the go-to person in your market.

Consider sharing:

- **Infographics**. Ideal for condensing large amounts of data into a small space, infographics are popular on nearly all social media platforms.

- **How-to articles.** Depending on your market, how-to articles can be one of the most important types of content you create or share.

- **Viral videos**. Whether they're funny, helpful, or just plain entertaining, videos are almost always a hit.

Ideally, you'll want to share content from complementary businesses, but done right, you can even mix in articles and videos produced by your competition. Consider adding your own thoughts about the content, ask questions of your readers, and if you can, use an affiliate link.

Another option when sharing this type of curated content is to write a short post on your own site, and then link to the original content from there. When you share on social media, share the post you created. It's an extra click for your readers to get to the original, but it will improve your traffic numbers.

Short of ideas on what to curate? Keep a list of go-to sites you can check weekly for new content.

Your Turn:

Use the worksheet below to **track articles and other content you discover** and would like to share later. If you like, turn the research part of this task over to your virtual assistant. He or she can set up saved Google searches, RSS feeds, and other discovery methods to stay up to date on what's happening in your market.

Link	Title	Short Description	Image Type	Post To
				▢ Facebook ▢ Twitter ▢ Instagram ▢ Pinterest ▢ Google+ ▢ Other
				▢ Facebook ▢ Twitter ▢ Instagram ▢ Pinterest ▢ Google+ ▢ Other
				▢ Facebook ▢ Twitter ▢ Instagram ▢ Pinterest ▢ Google+ ▢ Other
				▢ Facebook ▢ Twitter ▢ Instagram ▢ Pinterest ▢ Google+ ▢ Other

Images, Quotes, Inspiration

We all need a little daily inspiration, and social media is a great place to find (and share) it in the form of stunning images, powerful quotes, and inspirational messages.

While this can (and should) be scheduled to fit with your theme, you can also share these "on the fly" as you see them. A good social post plan incorporates both scheduled items as well as things that speak to you in the moment and deserve a share.

Your Turn:

Use the worksheet below to **list your favorite sources** for inspirational quotes, fun images and other content you can share. Use this content as filler and to round out your social media plan, so it's not "all about you."

Content Type	URL

But don't stop there. Just as you schedule time to write blog posts and other content, spend some time each week creating your own quotes to share. Use the worksheet below to record your words of wisdom, then share it with your VA or graphic design person to create shareable images.

My Best Quotes and Inspiration