

WORKSHEET

# **Social Content Marketing**

**How to Come Up with Engaging  
Posts that Get Shared!**

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## How to Come up with Engaging Posts that Get Shared!

Use this Worksheet to set yourself up toward creating powerful Facebook posts that increase your engagement and reach, and help build your active, responsive community.

Steps to take	Actions
<p>1. Identify your ideal client. Create a bio based on your experience with past/current clients and your demographics</p> <p><input type="checkbox"/> Talks about _____ _____ _____</p> <p><input type="checkbox"/> Fears _____ _____ _____</p> <p><input type="checkbox"/> Loves _____ _____ _____</p> <p><input type="checkbox"/> Complains about _____ _____ _____</p> <p><input type="checkbox"/> Longs to _____ _____ _____</p>	<p>Answer these questions:</p> <p><input type="checkbox"/> Are my fans in the desired income bracket that will allow them to afford my services?</p> <p><input type="checkbox"/> Yes</p> <p><input type="checkbox"/> No</p> <p>_____ _____ _____</p> <p><input type="checkbox"/> What software, services and apps do my fans use/struggle with/love?</p> <p>_____ _____ _____</p> <p><input type="checkbox"/> What am I known and admired for that would catch the interest of my clients?</p> <p>_____ _____ _____</p>

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<p>2. Make a list of keywords important to my ideal client. Pin this list in a prominent place for when I am brainstorming hot Facebook posts.</p> <p>■ Are these keywords in line with what I want to be known for?</p> <p>■ “My brand is all about:” _____</p> <p>_____</p> <p>_____</p> <p>■ “I want to be the “go-to” person for:”</p> <p>_____</p> <p>_____</p> <p>_____</p>	<p>■ Write down all existing recurring keywords my ideal audience members commonly use:</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>■ Create a Facebook Page, if you haven’t already done so. Brand it with a strong identity and create posts to capture your ideal fan base, using keywords and topics they find irresistible. (Remember that Facebook Pages are public.)</p> <p>■ Create a Facebook Tab for your Facebook Page—using Aweber or MailChimp—leading to an incentive to sign up for your blog</p> <p>■ Identify three top keywords</p> <p>_____</p> <p>_____</p> <p>_____</p>
<p>3. Make sure your Facebook Page focuses on these keywords, clients and what you want to brand yourself</p>	

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4. Focus on increasing the quality of your graphics	<ul style="list-style-type: none"><li>■ Download Jon Loomer's <a href="#">Facebook Image Dimensions Infographic</a></li></ul>
5. Plan to include graphic content heavily in your Facebook posts, including: <ul style="list-style-type: none"><li>■ Relevant, vibrant photos</li><li>■ Infographics</li><li>■ Video</li><li>■ Cartoons</li><li>■ Inspirational graphics</li><li>■ Graphics with quotes</li></ul>	<p>This will give you at a glance all the optimal sizes for every type of Facebook photo, ad, event or image.</p> <ul style="list-style-type: none"><li>■ If you need to, read up on Facebook advertising at <a href="#">Facebook for Business</a>.</li><li>■ Thoroughly familiarize yourself with and explore Facebook insights.</li></ul>
6. Familiarize yourself with Facebook Ads, including: <ul style="list-style-type: none"><li>■ Dark posts</li><li>■ Custom audience creation</li><li>■ Targeting options</li></ul>	
7. On your Facebook Page, log into your Insights.	

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<p>8. Read the Resource Rolodex provided with this package.</p> <p>Pay attention particularly to:</p> <ul style="list-style-type: none"><li>○ Content curation sites</li><li>○ FAQ Fox</li><li>○ Deciding on a mix of resources and services</li></ul>	<ul style="list-style-type: none"><li>■ Check out all of the links within the Resource Directory.</li><li>■ Make notes of which ones you want to use. Bookmark them in your browser.</li></ul> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

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<p>9. Create a routine for writing potent posts.</p> <p>Make sure your posts contain as many of the following elements as possible:</p> <ul style="list-style-type: none"><li>■ Strong title or hook (first sentence to draw the reader in)</li><li>■ Focuses on a single point</li><li>■ Short and succinct (i.e. only as long as it needs to be)</li><li>■ Strong irresistibility and curiosity factor</li><li>■ The perfect graphic</li><li>■ A full URL link for links; not shortened URLs</li><li>■ A call to action (note that the curiosity factor can substitute for this if your topic or incentive to click is strong enough)</li></ul>	<ul style="list-style-type: none"><li>■ Identify my top keywords</li><li>■ Visit content aggregation sites and search engines. Search for your keywords. Make a list of new keywords</li><li>■ Let your posts sit for a while—try not to post immediately after writing</li><li>■ Come back to your post. Read through it. You will find it is much easier to identify obscure sentences—the sort that confuse you when you re-read them, once you have been away from the post for even an hour or two. Take out weak words. Remove any unnecessary distractions</li><li>■ Make your full plan for Facebook post engagement; then check out and contact outsourcing contractors specializing in those areas.</li><li>■ Sign up for social management app or services. Take all the tutorials.</li></ul>
<p>10. Decide if you want to outsource any part of your Facebook Post creation.</p> <ul style="list-style-type: none"><li>■ Custom photography</li><li>■ Infographics creation</li><li>■ Ad creation</li></ul>	
<p>11. Decide if you want to use any social media management services or apps. Check out the ones suggested in the Resource Directory.</p> <ul style="list-style-type: none"><li>■ Set a budget.</li></ul>	

**Plan as much of your new Facebook Posting strategy as you can at this stage. It will help you when it is time to take action with the Calendar.**