

# *STARTING SOCIAL MEDIA ACCOUNTS IS EASY. FINDING GOOD CONTENT TO POST CAN BE HARD!*



ALTHOUGH MANY BUSINESS OWNERS BELIEVE THEY'LL HAVE UNLIMITED IDEAS FOR ENGAGING CONTENT, THEY OFTEN BECOME STUCK AFTER THE "NEWNESS" WEARS OFF.

When I began my career as a social media manager, I felt the same pain. I was tired of stressing daily about the content I posted, and even more frustrated with finding content that would keep my followers coming back. After years of trial and error, I discovered the perfect mix of content to save my time and sanity -- and that also helped grow the account from 1,000 followers to almost 10,000.

## Instructions:

- Decide how often you'd like to post during the week.
- Pick your content types in weekly and bi-weekly frequency.
- Choose the links or photos you'd like to use for each.
- Write captions for your links or posts.
- Use a scheduling platform like Hootsuite, Sprout Social, or Buffer to schedule your posts for the month.
- Check your accounts every two days to engage with your fans!

CONTENT TYPE	PURPOSE	FREQUENCY*	DESCRIPTION	EXAMPLE
TIPS	Educate	1 Weekly	<ul style="list-style-type: none"> <li>•Photo pulled from your website or a photo you take of your own products or services.</li> <li>•Hacks, tips, Did You Knows about the company, industry, or you!</li> </ul>	<p>Tip Tuesday: Keep your jewelry in top condition by using this hack!</p> <p>Did You Know? We've been serving the area for 12 years.</p>
Trust-Building	Entertain, Educate	1 Weekly	<ul style="list-style-type: none"> <li>•Outside articles from reputable business magazines or online platforms geared toward your audience</li> <li>•Industry trends</li> <li>•Feature magazine articles</li> <li>•"Viral" videos related to the topic</li> </ul>	<p>"Tripadvisor has ranked our city as the #1 place to live! Do you agree?" (LINK TO ARTICLE)</p> <p>"We love this DIY idea." (SHARED VIDEO)</p>
Project Highlight	Educate, Sell	1 bi-weekly	<ul style="list-style-type: none"> <li>•Photos or write-ups of past projects/items/campaigns</li> <li>•In-progress photos of projects/ITEMS</li> <li>•Upcoming project announcements</li> <li>•Link to specific services (as needed)</li> <li>•Link to FB messenger</li> <li>•Video from your company or organization</li> </ul>	<p>"This recent design project was one of our favorites!" (Photo of the home)</p> <p>"Another styling client session in the books." (photo of client)</p> <p>"Our latest open house was a huge success!" (Video clips/slideshow)</p>
SALES/CTA	Convert, Collect Leads	1 bi-weekly	<ul style="list-style-type: none"> <li>•Direct users to make a decision or to click the contact button at that moment</li> <li>•Can consist of offers or lead magnets (free estimate, gift with sign on, etc.)</li> <li>•Goal is to either sell/raise money or to collect customer information for future use</li> </ul>	<p>"Our spring special is underway! Sign on before January 30 and receive a complimentary item."</p> <p>"Your kindness could help save a life. Learn how you can donate."</p>
Positioning	Educate, Sell, trust-building	1 weekly	<ul style="list-style-type: none"> <li>•Facts about the company, or information about what you do/how you do it</li> <li>•FAQs, warranties</li> <li>•ALL link back to your website</li> </ul>	<p>"We're the only company in town using natural ingredients." (link to YOUR website)</p>
Questions/ Quotes	Engage, Entertain	1 bi-weekly	<ul style="list-style-type: none"> <li>•Inspirational quotes, shareable images</li> <li>•Questions for the audience to encourage them to engage with your content</li> <li>•Typically includes a photo</li> </ul>	<p>"What is your favorite vacation spot?" (photo of the beach)</p>

*Tip:* Make a running list of bookmarked sites related to your industry or business that have content you love to read. Add at least 2 new sites per week. Each month, check the list for new posts, and then plug them into the content types!

*Tip:* Collect photos in a Google Drive folder or other photo collection site to have easy access for the next month's posts.

*Tip:* Create a "theme" for your digital marketing for the month, and then create content around the theme.

*Tip:* For instance, if you're publishing three times per week, you'd choose two weekly content types and two bi-weekly content types to post every other week.

*Tip:* Choose "evergreen" content for your scheduled posts, and leave extra posting times open during the week for spur of the moment, super timely posts!