

Weekly Social Media Planner

RENAISSANCE COACHING GROUP

Marketing Mastery—From Chaos to Clarity

www.renaissancecoachinggroup.com

Table of Contents

Automate & Systematize.....	4
#Hashtags Matter.....	5
Events & Promotions.....	7
Content Themes.....	8
Let Your Followers Know What’s Happening Right Now.....	9
Tell New Fans About Your Best Stuff From The Past.....	11
It’s Not All About You.....	13
Images, Quotes, Inspiration.....	15
My Best Quotes and Inspiration.....	16

Weekly Social Media Planner

There are countless strategies for marketing your business and social media is likely one that you use. The challenge with social media is deciding on an overall strategy, developing a tight focus, and being careful not to rely on it as your only method of marketing your business.

But how best to use social media?

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 time you need to commit each day, the greater 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.

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
				<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Google+ <input type="checkbox"/> Other
				<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Google+ <input type="checkbox"/> Other
				<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Google+ <input type="checkbox"/> Other
				<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Google+ <input type="checkbox"/> 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
				<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Google+ <input type="checkbox"/> Other
				<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Google+ <input type="checkbox"/> Other
				<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Google+ <input type="checkbox"/> Other
				<input type="checkbox"/> Facebook <input type="checkbox"/> Twitter <input type="checkbox"/> Instagram <input type="checkbox"/> Pinterest <input type="checkbox"/> Google+ <input type="checkbox"/> Other

