



Social Media Content Planning.

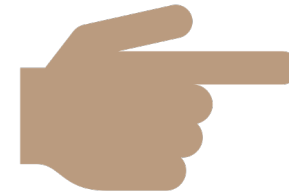
GETTING STARTED, KEEPING CONSISTENT, SCHEDULING CONTENT,
OWNING YOUR PLATFORMS & BUILDING YOUR PRESENCE ON
SOCIAL MEDIA.

Getting Started.



Sign up on a scheduling platform
(I prefer Hootsuite. But use what you are comfortable with.)

Link FB and IG



Sign up On LinkTree

Put Linktree link in bio on IG and FB

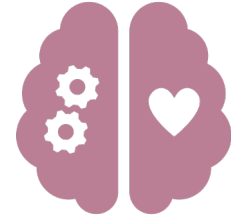
Make the first tab on Linktree your homepage to website

Any other important links feel free to place here so Linktree is your
"Go To"

Content.



Start a gallery of images that properly represent your Brand, Mission, and Company. Images that will get people to engage. Whether its to like, comment or reshare your image. Include some short videos as well!

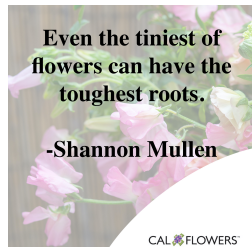


Create a second gallery of images that have words or quotes that either represent your business/brand, are testimonials, happy words that align with your mission etc. Hit them in the heart and the brain.

Scheduling Your Content.

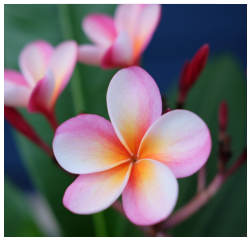
What do people like? How often do they like to see it? What do most people engage in?
Remember, this is always changing and never the same. Here is a suggested week of content.

Sunday



Quote

Monday



Image

Tuesday



Engaging

Wednesday



Image

Thursday



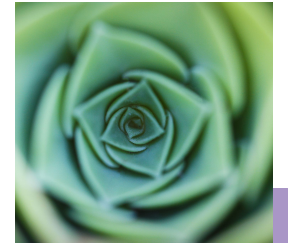
Testimony

Friday



Image

Saturday



Image

Scheduling Your Content Continued.

Your verbiage on each post is also a part of your brand.
Sometimes longer but sometimes shorter is best.

Make sure it speaks to you, but also your viewers.

Give them something to think about.

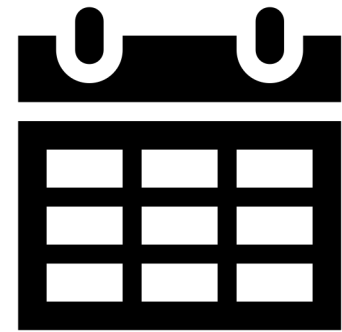
Give them something that speaks to them.

Give them facts.

Give them a voice.

Post 1-2x a day.

Use your insights to see what days / times are getting the most attention.



Content In Depth.

Images: These will get everyone to engage. Share some “polished” and some “real time”. Show or Cause emotion.

Quotes: Wording that people can relate to, That they'll want to share because it hit them in the heart.

Engagement: Ask questions, Ask for opinions, Ask Ask Ask.. Make your viewers want to interact and engage.

Testimonial: This will allow people to see trust in your brand/business then gain their trust and business.



Scheduling Content.

Schedule 20-30 days
out

If you go slightly off
the schedule, no
worries!

Set aside 1-2 days a
month to create
content for next
month. Stay ahead of
the game!

Track & Maximize Your Efforts.

Track

Tracking sheets for Insights. See when your #'s go up and down.

New Ideas.

If something doesn't work, you didn't Fail. Try something else.

Consistency

Keep up on it. The more consistent the better the results.

Pay off

Hard work will pay off. Marketing is forever evolving.

Stories & Hashtags.

STORIES

Post 2-3 Images minimum in your stories a day.

- This will keep you in the front of your viewers.
- Share your images, or even others!
- Make some videos!
- Always put a location in your stories.

HASHTAGS

Build a Hashtag (#) list to use consistently on your images.

- Some with higher number of uses
- Some with lower number of uses
- Don't overthink this.
- Do some research.
- Use some of these in your stories as well.

Keeping up with social media can be a task in itself.

It is always evolving and always changing.

This PDF is to be used as a list of suggestions. We cannot guarantee that this will work, But it absolutely will help.

We hope this helps you learn, grow, and expand your business.

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