

Social Media - Week 4:

Social Media Content Planning

Focus: So now we have our content, what do we do with it? In this video we will look at how to plan your content out on a daily, weekly and monthly basis in order to improve our engagement.

Common problems/mistakes:

- Little to no understanding of what engages our audience;
- Too many business owners post for posting sake;
- There is no main focus or direction.

Why is it important:

- You need to be intentional about posting content;
- Failing to plan is the main reason we lose followers;
- The main way to grow organically.

How to do it well?

Screen Share:

- Content planning template;
- Engagement monitoring.

Template/checklist:

- Social Media cheat sheet.

Tips for success:

- Organic growth is a slow process but a rewarding one so take your time;
- Trial and error is the only way to know if something works;
- Regularly check your engagement rating to keep on track.

Task:

Use the template provided to plan out your daily, weekly and monthly social media content.