

Monthly Social Media Content Plan Workbook

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SOCIAL MEDIA CONTENT PLAN





There's no denying the importance of marketing on social media. Look at any recent statistics and you'll see that social media marketing is one of the best ways to drive traffic, build lists, boost sales and connect with others.

While millions of business owners are doing it, many are not seeing the results they want. That's because there is a method to the madness. You have to have a plan. This monthly social media content planner will help you do just that.

What you should be posting

Many types of content work well on social media. What works best depends on which social site you're using, what your specific audience wants to see, and what outcome you wish to achieve.

Some of the best types of content for social media you must be using include:

- **Original content** - Sharing timely, fun, informative, thought-provoking information is always a hit.
- **User-generated content** - Content created by others that you share with your followers which aligns with your mission statement.
- **Live streaming video** - The videos you share don't have to be long but, if informative or fun, they can make a big impact.
- **Eye-catching Images & Infographics** - Make sure they're high quality and informative. Confirm you have proper rights to use images you are posting.
- **Webinars & Podcasts** - Announce upcoming webinars and share the recordings on your social media sites.
- **Testimonials** - Sharing real testimonials is not bragging. Used correctly it's social proof that others like what you offer.

When you should be posting

The obvious answer is when your followers are online and the only way to know that is to do your target marketing research. That being said, some sites suggest these days and times are best:

- **Facebook:** Tuesday through Thursday between noon & 2pm
- **Instagram:** Tuesdays through Thursday between 3pm and 6pm
- **Twitter:** Friday between 9am and 10am
- **LinkedIn:** Tuesdays through Thursday between 3pm and 5pm
- **Pinterest:** Weekends between 8pm and 11pm
- **YouTube:** Thursday and Friday between noon and 4pm & weekend mornings from 9am to 11am.

Again, do your research so you get the best response from each post. Check your results. Adjust as needed.

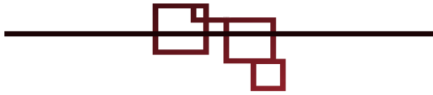
Tips for using social media to market your business

You must know your audience before you can plan strategically. Know what they want and need, which places they hang out, what types of content they like best and so forth. More importantly, you must focus on telling your story consistently. Think of each social media post as one more piece in the puzzle as you seek to connect with customers and prospects.

- **Remember your mission statement.** Everything you do on social media should take you a step closer to your business goal(s).
- **Always have a purpose.** Every piece of content needs to have a specific purpose.
- **Track your results.** You won't know what is working and what isn't if you aren't tracking your metrics.
- **Analyze and optimize.** Data means nothing if you don't study it, learn from it and work on improving the numbers.
- **Include both original and curated content.** Make it informative, engaging and memorable.
- **Use the tools available to you.** Any way you can cut time and make things easier is always good.
- **Pay for advertising when necessary.** It's inexpensive and can really make a big impact on your results.

You now have a template you can use to craft your custom monthly social media content plan to help grow your business.

Content Plan For Month of _____



Social media marketing goal for this month:

Announce/Inform about:

Educate about:

Promote product/service:

Promote landing page:

Holidays, Anniversaries To Celebrate:

Other:

Metrics to monitor this month:

- | | |
|---|------------------------|
| <input type="checkbox"/> Likes | Month-end total: _____ |
| <input type="checkbox"/> Shares / Retweets / Repins | Month-end total: _____ |
| <input type="checkbox"/> Clicks | Month-end total: _____ |
| <input type="checkbox"/> Comments | Month-end total: _____ |
| <input type="checkbox"/> Engagement Rate | Month-end total: _____ |
| <input type="checkbox"/> Views | Month-end total: _____ |
| <input type="checkbox"/> Referrals | Month-end total: _____ |
| <input type="checkbox"/> Conversions | Month-end total: _____ |
| <input type="checkbox"/> New Followers | Month-end total: _____ |
| <input type="checkbox"/> Other: _____ | Month-end total: _____ |

Social media sites that will work best to achieve this goal:

_____	_____
_____	_____
_____	_____

Original content to create this month

<u>Type</u>	<u>Title/Subject/Focus</u>
<i>Quote Image</i>	<i>Something about good leadership</i>
<i>Conversation starter post</i>	<i>What makes a good leader?</i>
_____	_____
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Month in Review:

What worked well this month:

What didn't work as well as expected:

Ways to improve on this next time:

**“There is no such thing as failure.
There are only results.”**

-- Tony Robbins



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