

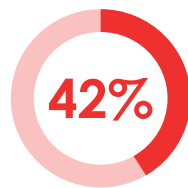
# Social Media Planning: Lesson Notes

## 1 Developing a Social Media Plan

Having a social media strategy in place will ensure that your social media efforts are more fruitful, and are working to support your broader business goals.

### SOCIAL MEDIA PLAN CHECKLIST:

- ✔ Understand targeted audience.
- ✔ Optimize posting times.
- ✔ Develop quality content.
- ✔ Create a calendar.



You become **42% more likely** to achieve your goals simply by writing them down on a daily basis



You become **76% more likely** to achieve your goals if you discuss your goals with others.

## 2 Understand Your Targeted Audience

A social media target audience is a group of people that you've identified that you want to appeal to.

This can be based on demographics such as age, job title, income level, education, location, or behavior.

Your social media target audience consists of the people who are most likely to be interested in your product.

### Target Audience Tone

Your tone is the general vibe of your brand, which influences the kind of language and imagery you use in your social media conversations.

How can tone influence your posts?

- kind of words that you use
- coloring of graphics/images
- emotional response

Text	Tone of Voice	Impression
With its industry-leading, massively scalable technology, our web services platform delivers exceptional performance and reliability under the most demanding and highly variable conditions.	Technical, verbose, inwardly focused	High-pressure marketing and empty boasts. Beware!
Our web services platform delivers 99.9% uptime and adapts to changing loads in less than a second.	Factual, concise	Clear and factual, but what are the company's people like?
Web services that you can start and forget.	Informal, non-technical	You've got my interest, but where's the proof?

### Target Audience Topics

If the topics you are covering don't interest your audience, your engagement and following will suffer.

How to identify relevant topics?

- research topics currently trending on social media
- research keywords related to your industry/business
- ask your customers what they're interested in

# Social Media Planning: Lesson Notes

## 2 Understand Your Targeted Audience - Continued

### Target Audience Types

**DEMOGRAPHICS:** Appeals to a particular age group.

**LOCATIONS:** Use this to target certain people within a specific location, whether by state, city, or even neighborhood.

**SUBCULTURE:** These are spontaneously formed groups that identify with a shared experience such as a music scene.

**SUPER CULTURES:** Large groups that share elements of culture that span multiple nations.

**NEEDS:** Information that targets a set of needs such as a video channel that helps people with common do-it-yourself home improvement projects.

**ATTITUDES:** Based on how people feel about a particular topic.

**PERSONALITY:** Traits such as a movie for people with a certain sense of humor.

**LIFESTYLE:** Specifically targets how people spend their time.

**FANS:** Communications aimed at fans of a media or entertainment series.

**CUSTOMERS:** Messages targeting existing customers of a firm. For example, ads for upgrading to a premium version of a service.

## 3 Optimize Posting Times

Posting your content when your followers are online is one of the simplest ways to improve your organic reach.

### Social Media Interaction Trends



M Tu W T F Sa Su

12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11  
AM PM



M Tu W T F Sa Su

12 1 2 3 4 5 6 7 8 9 10 11 12 1 2 3 4 5 6 7 8 9 10 11  
AM PM



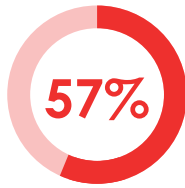
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AM PM

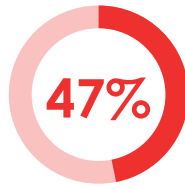
*These findings are an average finding for users. For more accurate data, you should perform your own analytics on your social media followers.*

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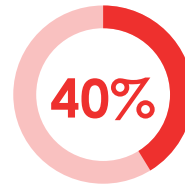
## 4 Develop Quality Content



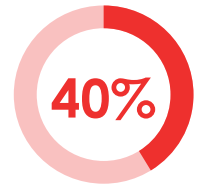
of consumers want to  
**learn about new  
products or services**



of consumers want to  
**stay up to date on  
company news**



of consumers want to  
**learn about promotions  
or discounts**



of consumers want to  
**be entertained**

### 4 Types of Content

#### GRAPHICS:

- Use detailed illustrations or graphics with minimal text to capture attention.
- Provide good contrast between the graphic, background, and text.

#### PHOTOS:

- Use a mixture of stock photos, professional images, and phone pictures.
- Include a variety of images: set up an image of a product or maybe stage an exchange between a customer and employee.

#### VIDEOS:

- Make sure to keep the video concise with condensed information.
- Your videos should work just as well on silent as they do with sound since 85% of people watching on Facebook do so with the sound off.

#### ARTICLES:

- Make sure to not just post the article link by itself, but instead put your own spin on the topic with a short comment.
- Post articles your targeted audience will be interested in as well as topics that pertain to your community.

## 5 Why Use a Social Media Calendar?

Creating and implementing a social media calendar can positively benefit your business:

- It helps keep track of what's performing, so you can upkeep your content quality and consistency.
- It keeps your channels from poorly timed posts and missing posting dates.
- It helps prevent overloading one social network and neglecting another.
- Prevents you from poorly researched and written posts.

# Social Media Planning: Lesson Notes

## 6 Using a Social Media Calendar

[MONTH + YEAR]							KEY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	Category 1 Category 2 Category 3 Category 4
	Category 1		Category 2		Category 3	Category 4	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Category 1		Category 2		Category 3	Category 4	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Category 1		Category 2		Category 3	Category 4	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Category 1		Category 2		Category 3	Category 4	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	Category 1		Category 2		Category 3	Category 4	

**What should be included in your calendar?**

**LABEL:** Make sure to label what the post will be (entertaining, educational, engaging, soft sale, or hard sale).

**NOTE CONTENT:** Include a few key words to describe what you want to do for the post.

**MULTIPLE PLATFORMS:** If you are utilizing multiple platforms, make sure to note which one you are using or create multiple calendars for each platform.

DAY	DATE	TIME	MESSAGE	LINK	CATEGORY	IMAGE
	11/21/17	11:00AM				
	11/21/17	11:30AM				
	11/21/17	12:00PM				
	11/21/17	12:30PM				
	11/21/17	1:00PM				
	11/21/17	1:30PM				
	11/21/17	2:00PM				
	11/21/17	2:30PM				
	11/21/17	3:00PM				
	11/21/17	3:30PM				
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	11/21/17	9:00PM				
	11/21/17	9:30PM				
	11/21/17	10:00PM				
	11/21/17	10:30PM				
	11/21/17	11:00PM				
	11/21/17	11:30PM				

**TIME-TABLE:** You can also set up your posting schedule to make sure you are being consistent with timed posts.

**FULL CONTENT:** Utilize the calendar to set up your whole post including the message, link, and/or imagery you will be using.



**Recommended Initiate Resources**  
Social Media Calendar Template