

SOCIAL MEDIA CONTENT CREATION

Telling Your Story

Develop **N**aturally & **A**uthentically



COACHING PROGRAM

Telling Your Story | Unique Success Blueprint
Sustainable Strategy | Attraction Principles | Power of Intention

Work doesn't always have to feel so much like, well...work!
Have more fun and get better results in less time by focusing on your strengths and becoming more intentional about your message.



Kathy Sipple

Phone: 219-440-4620
Email: kathy@mysocialmediacoach.com
Web: www.mysocialmediacoach.com

YOUR SOCIAL MEDIA CONTENT BLUEPRINT

“Begin with the end in mind.”

Dr. Stephen Covey

STEP 1: GOAL SETTING

Creating Your Social Media Success Blueprint began with setting goals. Likewise, it is useful to set some goals for measuring success of the content you create. How will you know if your social media content is successful?

Good example: “Build Twitter followers to 200 by September 30th.”

Bad example: “Increase awareness.”

Good example: “Set new record for Facebook engagement by end of the month.”

Bad example: “Get more likes on Facebook.”

Create S.M.A.R.T. Goals



You have decided to use social media for your business or cause for a variety of reasons. To get there you need to attract and retain engaged users that will “like” your posts and share with their circles of influence. Today we will focus on creating content most likely to draw these visitors and keep them coming back. The formula we create must also fit the parameters defined in Module 1: Finding Your Social Media DNA. It needs to reflect your brand and mission well and also provide value to your target audience.

Reminder: *direct selling via social media is not generally successful.* People expect to engage in conversation and to build a relationship first!

STEP 2: COMMITMENT RECAP

Time Commitment

Which of the following best describes the amount of time you and/or your team plan to devote to your social media efforts?

10+ hours per week

7-10 hours per week

4-5 hours per week

1-2 hours per week

Less than 1 hour per week

Other, don't know

Be honest! If you have less than 2 hours per week to spend on social media (content development, building audience, etc.) this will significantly limit your recommended strategies. If you have more money than time, it is possible to outsource some of the duties by choosing assistance wisely. Supplemental budget available for outsourcing, if applicable: \$_____ per month.

Platforms Selected

I/my team have chosen the following social media platforms (up to 2) for our primary source of content distribution:

Blog

Facebook

Twitter

LinkedIn

Google+

Note: you can often share similar or even the same content across multiple channels.

Target Audience

Based on your own knowledge of your customer or research you have conducted, what does your target audience "look" like? What type of information will they find useful that you can provide? Examples: product or industry information, advice, entertainment, how-to instructionals, event invitations, etc.

STEP 3: YEARLY EDITORIAL CALENDAR (BIG PICTURE STORY, PLANNED CONTENT)

Now that you know what type of information you will create, who you are creating it for and where you will be posting, it's time to decide "when?" to do all of this...

Is your business seasonal? Are certain holidays or days of the week important to highlight? Do you host events? Do you attend events like tradeshow? Are you planning any major product launches or sales?

You can always change or add to it later, but an editorial calendar will help you build a framework for your messaging and make sharing the task easier if you will have a team working on this project.

TIP: if you work with a team, consider creating shared documents using a free shared document service such as Google Drive (<https://drive.google.com>) for easy online file sharing and collaboration.

If you need to create video or get images in advance of planned content, delegate who will be responsible for creating or collecting it and set deadlines. It's useful to use the same date of each month so it's easy for everyone on the team to remember, e.g. July content ideas due by June 1st or else the first Thursday in June, etc.

January: _____

February: _____

March: _____

April: _____

May: _____

June: _____

July: _____

August: _____

September: _____

October: _____

November: _____

December: _____

STEP 4: “FOUND” CONTENT – CURATED, REPURPOSED, RECYCLED...

It’s not always necessary to “create” content. Often you can provide value to your target audience simply by sharing relevant, informative links that you find and share. Or perhaps you have already created an instructional video or a PowerPoint presentation that you could upload and share. Even a past article or blog post can be reposted anew if it is seasonally or otherwise relevant. Look for “evergreen” content, content that stays fresh beyond its original publish date.

It’s time to inventory what you’ve already got on hand, or can access easily.

TIP: leverage what you have to promote your business!

Existing Content Checklist:

- _____ Sell sheets, brochures, instruction sheets (LinkedIn, Website/Blog)
- _____ Photos or sales videos, training videos, product videos (YouTube, Vimeo, Website/Blog)
- _____ PowerPoint, Training, Sales, Marketing, Service (Slideshare, Website/Blog)
- _____ Articles, Monthly Newsletter, Events, Charities, Memberships (Ezine, Blog)
- _____ Radio or Podcast Interview, Pre-Recorded Webinar (Vimeo, YouTube, Blogtalk Radio, Blog)

“Found” Content Checklist:

- _____ Google alerts (<http://www.google.com/alerts>)
- _____ Industry email newsletter articles
- _____ Re-posts from Facebook, LinkedIn, Twitter, Google+, etc.
- _____ RSS Reader, personal news aggregator (<http://onforb.es/13zyL0N> for 5 popular options)

TIPS:

- **Evernote.com** is a useful tool to clip, categorize and store information you find on the web for later use.
- Reference key words developed in module 1 to guide your search. Use the Google Keyword Tool if you need help discovering and deciding on your own keywords: www.googlekeywordtool.com.
- Create an Excel spreadsheet to help you create an inventory of items you want to utilize on your editorial calendar for the future. Include links (URLS) to existing online content to make it easier to locate when you need it.
- You can use a link shortener service such as <http://bit.ly> to make your links shorter and they can even be custom named.

Notes on Strategy:

If you have less than a few hours to devote per week, creating a lot of original content (publish.) You need to reserve time in your budget for other important social media activities such as listening and engaging in order to build your relationships.

This is where it becomes important to assess what you're "doing naturally already" (DNA!) to leverage your efforts. Take note of "content opportunities" that arise for you throughout the next day/week and think about what you can incorporate into your strategy on an ongoing basis.

What tools do you need to equip yourself (or staff) with to best capture these opportunities? Smart phone with camera capabilities? Inexpensive video camera?

How and where are stories unfolding naturally? Client testimonials? Event pictures?

If you are severely limited on time, you can still be an effective social media marketer. You'll just need to get a little more creative and resourceful with your methods. Some suggested strategies and tactics follow that may be useful.

Social Media takes TIME



Original concept by Beth Kanter

Crowdsourcing:

Remember Tom Sawyer and the story about how he convinced friends that whitewashing the fence was fun and not work? That's kind of the idea behind crowdsourced marketing campaigns. While it sounds great to get people to do your work for you, your fans will need to be sold on the idea. And you will need to be sure your fans will deliver the results that will be a good reflection on your brand. And you will still need to manage it.

All in all, not as easy as it sounds, but worth knowing about.

For a few samples of companies who are using crowdsourcing effectively, go to this link: <http://bit.ly/17EzIcn>.

This idea is relevant for me: Yes No Unsure

Pre-scheduled content:

If you're the kind of person who likes to work ahead, you may benefit from using tools like **Hootsuite.com** or **SocialOomph.com**. Both of them (and several others out there) let you enter your content in advance, designate which social platforms should be updated with which items and when.

This is particularly useful for remembering to promote events, as during the weeks leading up to an event you may often be too busy with preparations to remember to tweet or update Facebook. Wordpress blogs also allow pre (and post) scheduled content. It's kind of like time travel... ☺

This idea is relevant for me: Yes No Unsure

Curated content:

This was already mentioned in step 4, but worth mentioning again as a strategy for the time-challenged. There is lots of great content out there that has already been created. You can be a hero to your fans and followers by serving up what you find in a unique and relevant way that fits with your brand and mission.

TIPS:

- It's a good idea to add a line or two of your own take on an article or video, along with a link to the URL to put your own stamp on it. Let your followers know why you're sharing a particular piece—give a summary, an insight or ask a question of them. Personalize and engage!
 - Make sure you provide the link most specific to whatever is being talked about. (Don't direct readers to the home page—link to the specific article you're referencing.) Make sure your links work—test them!
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This idea is relevant for me: Yes No Unsure

STEP 5: CONTENT CREATION SUCCESS BLUEPRINT

Example: Promote an upcoming event

Before the event

- Insert event into event calendar.
- If you use Twitter, develop a unique hashtag to brand your event. The best Twitter hashtags are short and memorable. Use the hashtag before, during and after the event to generate buzz. Here's an article that discusses this in more detail: <http://www.cincyusa.com/blog/creating-an-effective-event-hashtag>
- Create a post somewhere (suggest blog or website if you have one), otherwise Facebook or Eventbrite.com detailing the what, where, when and other details of your event. Once you post the event, you will have generated a unique URL (universal resource locator) that you can begin sharing and promoting. Make sure you include the Twitter hashtag in the event description verbiage so potential attendees can begin to use it to connect with one another prior to the event and start the buzz about your event.
- If you are on Twitter, tweet that you have created the event. Use the hashtag and include the link in your tweet. If on Facebook, do a status update as your page, announcing your event. Repost on your personal account and ask other staff and team members to do the same.
- If you use email marketing, make sure to include details about the event as well as a link to register for the event in your email blast. It's a good idea to do a "Save the Date" email and then 1-2 follow up reminders.
- Invite personal Facebook friends to events you create on Facebook.
- If your event is business-oriented, post as your status update on LinkedIn.
- Make sure you collect relevant information you desire from attendees at the time of registration: name, email, interest, etc. Ask permission to add them to your email list for future announcement. Invite them to follow you on your social media channels and include links.
- Consider writing a good, old fashioned press release if your event is newsworthy enough. If you get a press mention, you will definitely want to post that later and thank the news agency for the mention.
<http://www.publicityinsider.com/release.asp>

At the event

- If you provide nametags, print the event hashtag on attendees' nametags to encourage usage.
- If possible, host your event in a venue that is wi-fi and smart phone friendly.
- If there is a speaker, with a PowerPoint presentation, include the event hashtag onscreen, either on the initial slide or even small, on every page. Encourage/invite attendees to tweet and share using the hashtag.
- Appoint a team member to get photos or perhaps videos (testimonials, speaker segments, etc.) to be repurposed as content later. Make sure to get proper releases for image or content usage.
- Consider using **UStream** to livestream your event. That way you can host a virtual event as well as your live event. (<http://www.ustream.tv/new>)

After the event

- Do a gratitude post to thank attendees, staff, speakers, etc. Tag (if appropriate) and/or post to their page/wall.
- Post pictures and/or video on your blog, Facebook page album, etc.
- Upload PowerPoint to **Slideshare**
- Add attendees to email database and do a follow up email, recapping the event.

CLASS EXERCISE:

It's time to sketch out a plan for how to put your ideas into action.

1. Do a mini editorial calendar for the next 30-60 days.
2. Map out a plan for updates to promote items on your event calendar.

Include:

- Time per week allocated.
- Where main content will first be created: who, what, when, where...nitty gritty details.
- Where will you share the information and how often?

Event/Focus & Details (What do you want to promote in this example?):

Content Creation Plan:

Content Promotion Plan:

STEP 6: MEASURING AND ADJUSTING FOR CONTINUED SUCCESS

GOALS

- Did you achieve the goal(s) you set for yourself? If not, do you have ideas why? What will you change for the next month to improve?
- If you use Facebook, check your Insights tab to learn what your fans found most interesting (and least interesting): <https://www.facebook.com/FacebookInsights>. Try to keep doing more of what got the good results and less of what was less popular to hone in on a constantly improving mix.
- If you have a blog or website, hopefully you have **Google Analytics** (or another analytics program) installed. This will provide you with useful feedback to learn what content or search terms drew visitors to your site, how long they stayed, how many pages they looked at, etc. You can set goals for yourself on Google Analytics for an overall campaign. Social media updates can be valuable for building website traffic, strategically with links and organically with search engine optimization.
- If you use email marketing like AWeber or MailChimp, you will also be able to check your analytics to see how many opened your email, how many links were clicked, etc. Get a friend or colleague to “proof” your email to learn what you can do to make it more interesting and user friendly for the readers.
- Did you get a press mention? A testimonial? Make sure you claim your success and share via appropriate channels.

What went well:

What needs improvement:

IDEA FILE

Run a contest

Pinterest for visual content discovery

Offer “check in” specials for Facebook fans

Quotes – make sure they match your objectives. Random quotes not always a good idea.

Humor – use as it fits with your brand and subject matter.

“Caption this” photos

Questions or surveys

Looking forward to...

Neighbor, join venture, recommendation post

Employee spotlight

Customer spotlight

Case studies

Answer questions

Articles

Industry update

Special offers for fans and followers

Gratitude posts

Highlight others

Timeline story on Facebook: <http://www.slideshare.net/SocialStrand/case-study-5-restaurants-that-standout-on-facebook-timeline>

Testimonials: <http://mashable.com/2012/05/10/how-to-social-media-reviews/>

Interview others or invite guest posters to contribute articles

Promoted posts/PPC (pay per click) ads

Tag, categories – user experience, linking one story to the next and to other platforms

Royalty-free stock photos <http://www.123rf.com/>

Create a podcast: **Blogtalkradio.com**