

# **SOCIAL MEDIA CONTENT PLANNING.**

## **KNOW THE BASICS!**



# HAVE A PLAN.

We all love to wing stuff! But when it comes to social media...winging it, is just not sustainable.

Once you know what you want to promote, talk about or sell, create a monthly social media content plan or strategy.



# PICK YOUR MONTHLY TOPIC.

Depending on your business, you can pick a theme or topic for the month.

**Example:**

Bakery - Monthly topic Cupcakes

Chiro - Monthly topic Sports Injuries

Printers - Monthly topic Digital Printing

Nail Technician - Monthly theme - Colour Pink

Hair Dresser - Summer Blondes

# CONTENT PILLARS.

Social media is just that - it is social!

You are talking to real people, who want to see real things from real people.

But at the same time, you need to sell your product or service.



# CONTENT PILLARS.



## EDUCATE

Share your knowledge.

Explain your service or product in an educational way. Did you know?

Share industry tips

Give some freebies  
i.e recipe, template



## ENTERTAIN

Show real things. It doesn't always have to be perfect and staged.

Share bloopers

Industry jokes

Memes

Holidays

Giveaways



## COMMUNITY

Creating a connection.

Behind the scenes

Faces behind the business

Personal stories

Ask a question

Run a poll

Share testimonials

Giving back



## PROMOTE

Sell your product/service

Brand awareness

Share your value add

Share your USP  
(Unique selling point)

Customer service

Discounts

Product add-ons

# CONVERTING IT INTO A MONTHLY PLAN.

Now you mix and match from the various pillars to create your monthly content plan.

Post once a week or 5 times a week.

Whatever you choose, just try your best to be consistent. Don't ghost your audience.

