

How To Build A Social Media CONTENT CALENDAR

and pick the right Scheduling Tools!

Verizon Small Business
Webinar Series

presented by **Mari Smith**
Premier Facebook Marketing Expert
Social Media Thought Leader



Meet Mari



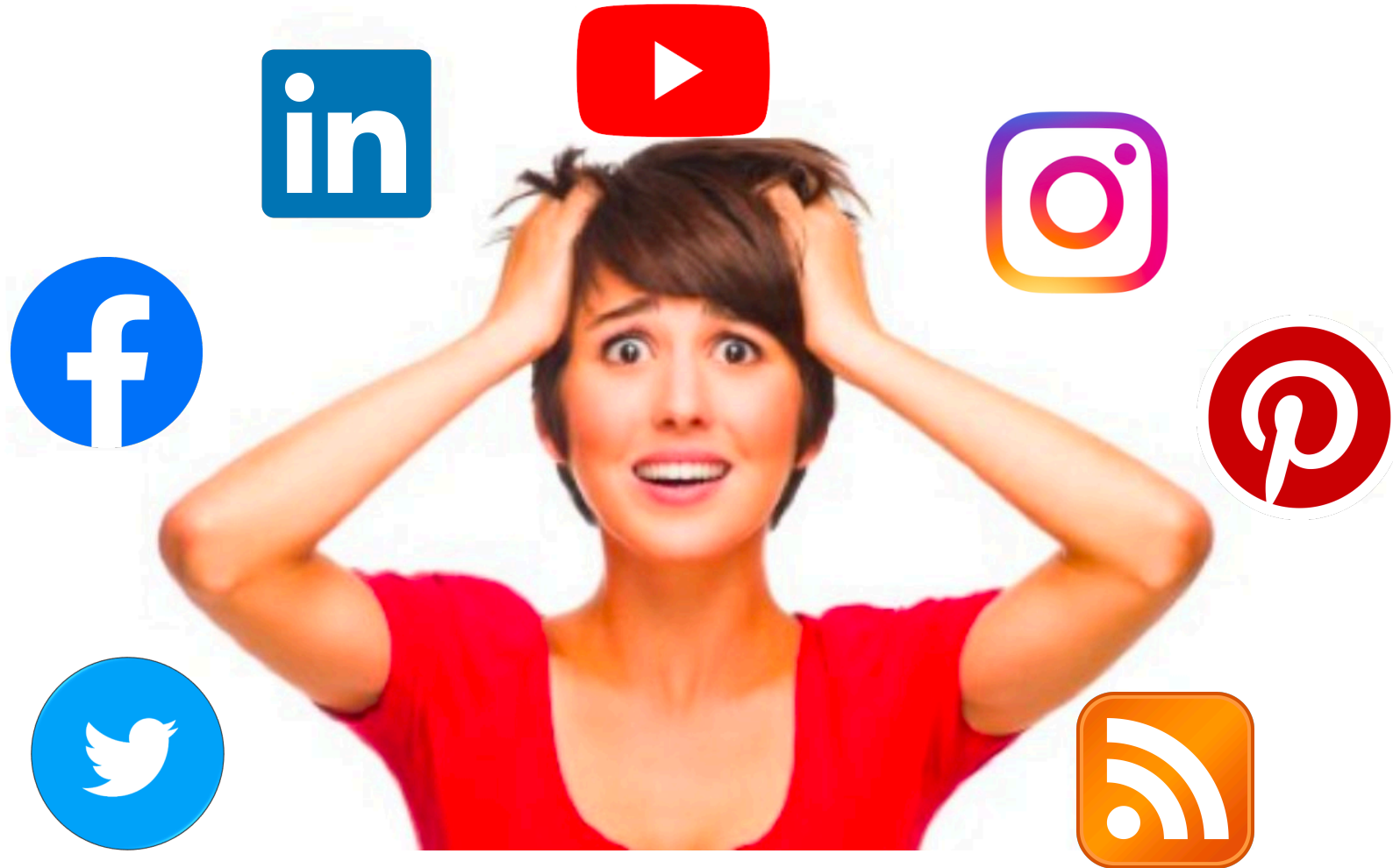
- “Queen of Facebook” 👑
- Social media thought leader 🙋
- Globetrotting speaker ✈️ 🌍
- Brand Ambassador M
- ‘Scandifornian’ 🇸🇪 🇨🇦 🇺🇸

Content Marketing

*... a strategic marketing approach focused on creating and **distributing valuable, relevant and consistent content** to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.*



Is this you?



Social Media Overwhelm

- Too many social channels
- Too much content to keep up with
- Too many notifications to check
- Too many DM boxes to check
- “Jerry-rigged” systems
- Multiple, disparate tools & apps
- Time consuming workflows
- ...the list goes on



What if you could

go from this...



...to this?!



Benefits of using a Content Calendar

- ✓ Improve efficiency
- ✓ Stay organized and avoid last minute scrambles
- ✓ Plan for each social platform
- ✓ Customize posts ahead of time
- ✓ Track performance & do more of what's working
- ✓ Integrate holidays and observance days



Follow these steps:

1. Review your quarterly goals
2. Map out your (draft) content calendar
3. Use a content library for your assets
4. Establish a workflow
5. Pick your scheduling tool(s)

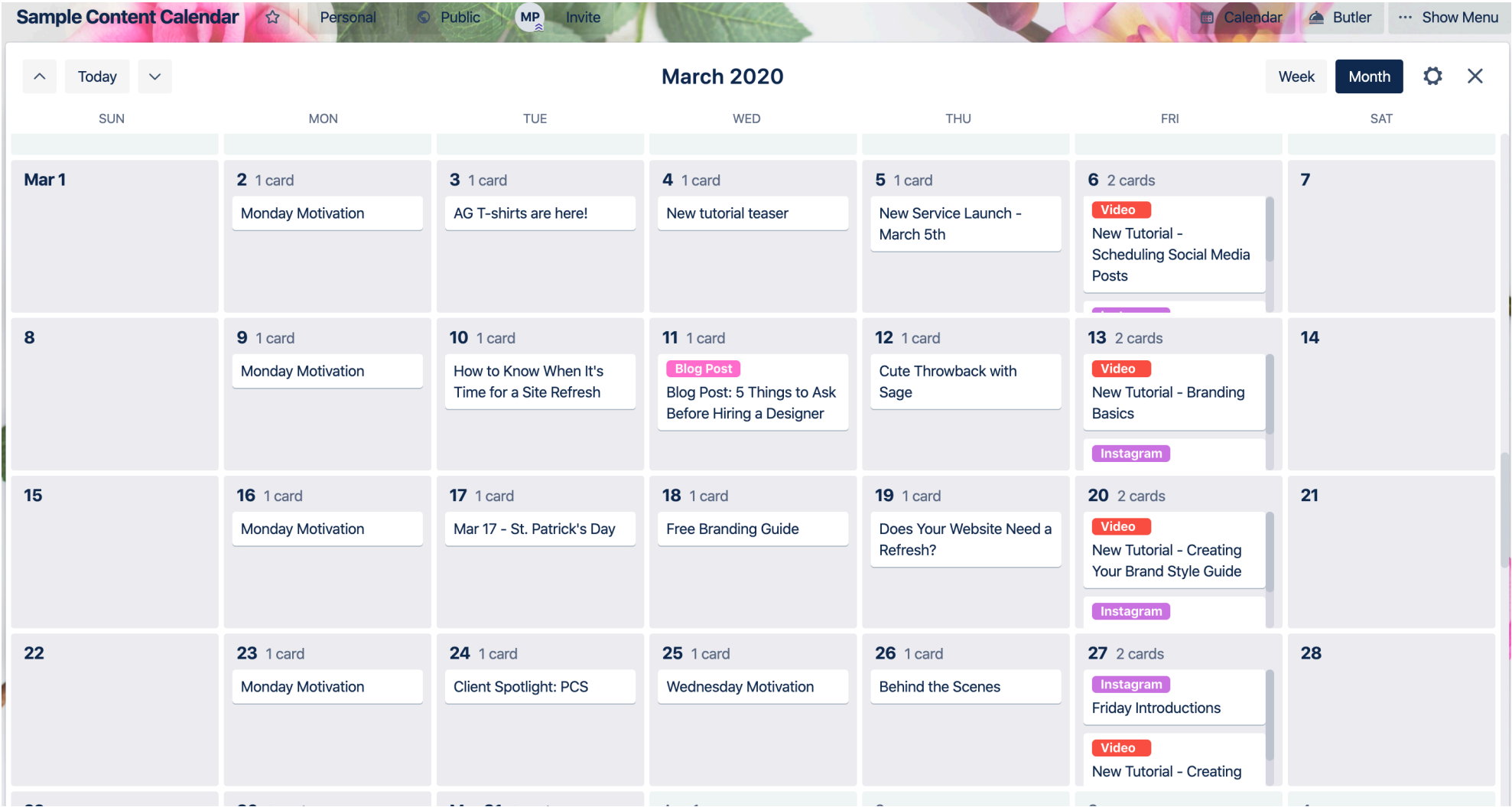
Step #1: Goals

- Review your quarterly goals
 - Generate x number of leads
 - Increase sales by x%
 - Launch xyz product
- Make sure your content fits with your bigger picture

Step #2: Map

- Map out your calendar
 - Basic = spreadsheet system (Google Sheets)
 - See: bit.ly/SM_calendar
 - Or try these tools:
 - Trello (task management)
 - Alternatives = Asana, Clickup, Airtable
 - Facebook Creator Studio
 - For both Facebook and Instagram
 - Or any integrated social media tool
 - Resource list in Step #5

Example Trello board content calendar



Content Types

- Content categories:
 - Yours
 - UGC (user generated content)
 - OPC (other people's content; be a master curator)
- Content topics:
 - Inform/educate (tips, how-to's, etc.)
 - Inspire/empower (quotes)
 - Entertain
 - Promote (lead magnet or offer)
- Content formats:
 - Videos, images/photos, graphics, blog posts/articles, infographics, quotes, text, livestreams/webinars, white papers, e-books

Best Practices

- Ensure you include sufficient promotional content for your upcoming marketing campaigns
 - Example ratio:
 - 3 non-promotional for every 1 promotional
- Decide in advance which holidays and observance days you'll include
- Leave room in your plans for breaking news
- Always have an SOP in place if you need to pivot

NEW from Canva: Content Planner



Canva

Home

Templates

Features

Learn

?

⚙

Create a design

Home

All your designs

Brand Kit

Content Planner

All your designs

Trash

Mari Smith

Shared with you

Mari Quotes (MSI)

FIVAA Speakers (MSI)

Emojis

BofA Article Images

Mari Headshots & Speakin...

FBME

Facebook GROUPS

MARI PERSONAL

1 September

2 September

3 September

4 September

5 September

6 September

7 September

8 September

9 September

10 September

11 September

12 September

13 September

14 September

15 September

16 September

17 September

18 September

19 September

20 September

21 September

22 September

23 September

24 September

25 September

26 September

27 September

28 September

29 September

30 September

1 October

2 October

3 October

4 October

5 October

6 October

7 October

8 October

9 October

10 October

11 October

Plan your designs in advance

Now in Canva Pro. Save time and plan your designs all within Canva.

Got it

Help ?

Step #3: Assets

- Use a content library for your assets
 - Examples:
 - Google Drive
 - Dropbox
 - Facebook Creator Studio
 - Or any integrated social media tool
 - Resource list in Step #5

Step #4: Workflow

- Establish a workflow
 - Team members involved?
 - Collaboration needed?
 - Approval process?
 - Simplicity of an all-in-one system?
 - E.g. planning, calendaring, and scheduling

Step #5: Tools

- Pick your scheduling tool(s)
 - Multiple social channels
 - Agorapulse, Hootsuite, Buffer, ContentCal.io, SproutSocial, MeetEdgar, Sprinklr, SocialBakers
 - Facebook & Instagram
 - Facebook Creator Studio, Iconosquare
 - Instagram & Pinterest
 - Tailwind
 - Instagram
 - Later, Planoly, PlannThat



Example: Facebook Creator Studio



The screenshot displays the Facebook Creator Studio interface. On the left is a sidebar with navigation options: 'Create Post', 'Add Story', 'Upload Video', 'Multiple Videos', 'Go Live', 'Post Video Across Pages', 'Rights Manager', 'Creative Tools', 'Settings', and 'Resources'. The main area is titled 'Home' and shows a 'Post something...' prompt. Below this is a '1 Top Priority' notification about enhancing branded content. Further down is a 'You Can Now Tag Unpaid Promotional Posts' announcement. At the bottom, a 'Recent' section shows a post from 'Mari Smith' dated '09/04/2020 2:43 PM' with '8.6K VIEWS' and '530 ENGAGEMENT'. On the right, a 'Create Post' modal is open for 'Mari Smith', showing options like 'Create Post', 'Live', 'Offer', and 'Job', a text input field 'What's on your mind?', and various post types such as 'Video', 'Live Video', 'Share a Photo', 'Multimedia', 'Get Messages', 'Feeling/Activity', 'Check in', 'Add Movie Showtimes', 'Tag Sponsor', 'Support Nonprofit', 'Advertise Your Business', 'Watch Party', and 'Tag Unpaid Promotion'. At the bottom of the modal are buttons for 'Public', 'Boost Post', 'Share Now', and a 'Share Now' button.

Example: Agorapulse



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-
-
-
-
-
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Social Profiles

Mari Smith

Mari Smith

Weekly
Today
Aug 24 - Aug 30
Filters
(GMT-8) America/Los_Ang...
Publish

MONDAY 24	TUESDAY 25	WEDNESDAY 26	THURSDAY 27	FRIDAY 28	SATURDAY 29	SUNDAY 30
<div> 05:00am </div> <div> 80% content. 20% promotion. 80% focus on... </div>	<div> 05:00am </div> <div> "Let the beauty of what you love be what you do." --... </div>	<div> 05:00am </div> <div> Hot Facebook Reach Tip! You'll see an increase in... </div>	<div> 05:12am </div> <div> Well, do you have the (forced!) New Facebook... </div>	<div> 05:38am </div> <div> Do you have access to Facebook's new POE yet?... </div>	<div> 07:08am </div> <div> Are you in my Social Scoop group on Facebook yet? So... </div>	<div> 07:00am </div> <div> Getting ready to create a new Shop on Facebook? M... </div>
<div> 07:43am </div> <div> A happy team produces better results! These 6 rule... </div>	<div> 07:19am </div> <div> Ooooooh... Facebook isn't giving up just yet! They... </div>	<div> 07:51am </div> <div> It's not a question of which is better, just which fits your... </div>	<div> 07:30am </div> <div> All it takes is a small investment and a few expe... </div>	<div> 07:08am </div> <div> Oh yes! So many reasons to find professional solutions ... </div>	<div> 01:55pm </div> <div> "Apple makes a privacy change, and Facebook and... </div>	<div> 08:52am </div> <div> So interesting! Soon your may be able to get a little... </div>
<div> 10:21am </div> <div> Don't give up on making an impact and creating chan... </div>	<div> 09:57am </div> <div> It's getting easier and easier to buy online, in your feeds... </div>	<div> 11:48am </div> <div> Facebook shops are here for ALL businesses! via... </div>	<div> 10:01am </div> <div> Combine the high engagement in contests wi... </div>	<div> 09:52am </div> <div> Select creators now have access to IGTV Advertising... </div>	<div> 03:03pm </div> <div> Better known as the "Testimonial Sandwich",... </div>	<div> 10:16am </div> <div> Facebook Metrics fall into two categories: PROXY... </div>
<div> 12:15pm </div> <div> Hiring an Influencer can do so much for your business I... </div>	<div> 12:21pm </div> <div> Starting in October, new Oculus users that have just... </div>	<div> 01:12pm </div> <div> Come join me in my Social Scoop group on Facebook!... </div>	<div> 11:53am </div> <div> Next month Apple will roll out iOS 14 and Facebook is... </div>	<div> 11:39am </div> <div> Expert Tips on How to Optimize Your Facebook Li... </div>	<div> 04:04pm </div> <div> In Facebook's own words, "an ever-expanding universe of... </div>	<div> 12:03pm </div> <div> If you're looking for a simple way to grab the perfect... </div>
<div> 02:38pm </div> <div> Our friends at @wave_video have surveyed over 450... </div>	<div> 03:03pm </div> <div> "Facebook Portal gets Zoom support, turns into a little... </div>	<div> 01:17pm </div> <div> Oh my, we're already talking about the holidays! But... </div>	<div> 02:42pm </div> <div> My buddy @SteveStrauss put together this valuable... </div>	<div> 02:55pm </div> <div> My friend @Rieva sat down with Sharon Miller, Head o... </div>	<div> 05:16pm </div> <div> How many of you have bought or sold something i... </div>	<div> 02:38pm </div> <div> We all need to be concerned about the safety of our dat... </div>
<div> 05:12pm </div> <div> Facebook rolled out 14 big changes in the past six... </div>	<div> 06:00pm </div> <div> Brands need to meet their audience with a passion fo... </div>	<div> 06:00pm </div> <div> It's not bad to be doing good! via @Forbes... </div>	<div> 06:00pm </div> <div> How Facebook Ads Have Evolved [+What This Mean... </div>	<div> 06:00pm </div> <div> 7 Things to Consider Before Scheduling Instagram Post... </div>	<div> 06:30pm </div> <div> Facebook is rolling out new changes to Messenger,... </div>	<div> 05:40pm </div> <div> Soon more creators will be building the things they wa... </div>
<div> 05:56pm </div> <div> Our Instagram feed is getting longer with the... </div>		<div> 09:52pm </div> <div> YESSS!! https://t.co/O6V2lphYug </div>				



Example: Tailwind



No more notifications! Tailwind can now automatically post to your Instagram account! Setup Auto Posting Now!

Publisher

Share Feedback

Revert to Old Dashboard

Your Posts

Create New Post

Drafts (3)

Scheduled (0)

Failed / Missed (1)

Click on any post to edit and schedule to your grid.

Facebook has a theory that hiding like counts on Instagram will make users want to post more often.

Create a movement for what you care about.

How to Create Irresistible Thumb-Stopping Facebook Ads

Your Grid

Set Up Content Plan

Edit Time Slots

Plan Your Grid

Preview Your Grid

Your Stories are empty Tap to add!

Show Drafts in Grid

Mon 9/14 | 8:35 am

Sun 9/13 | 8:05 pm

Sat 9/12 | 12:54 pm

DRAFT

How to Create Irresistible Thumb-Stopping Facebook Ads

Fri 9/11 | 8:13 pm

DRAFT

Create a movement for what you care about.

Fri 9/11 | 12:30 pm

DRAFT

Facebook has a theory that hiding like counts on Instagram will make users want to post more often.

Thu 9/10 | 10:07 am

SEASON 2 FACEBOOK MARKETING ESSENTIALS

Make it simple, but significant.

PIVOT

21 Day Challenge

HASHTAGS ON FACEBOOK ARE GROWING

@marismith @mari_smith

21

How often to post

- Facebook page: 5-7x per week
- Twitter: 2-7x per day
- Instagram Feed: 4-7x per week
- Instagram & Facebook Stories: >1-3x per day
- Pinterest: 3-10 times per day
- LinkedIn: 5-7x per week
- YouTube: 1-5x per week



THANK you

marismith.com