



HOW TO PLAN YOUR SOCIAL MEDIA

There are so many ways to plan out your social media strategically! Using social media to your advantage will get your story across to more viewers, build your brand, and highlight everything that makes your brand great! Below are a few suggestions for your social media plan!

Utilize a digital content calendar

A digital content calendar will help you to organize your social media for an extended period of time. This way, you can be intentional about your content, have a strategic plan in your content, and plan ahead for what content you want to post!

We recommend breaking down your content into a monthly basis so that you can plan ahead but avoid getting too ahead. Leave some days intentionally blank to revisit with relevant content!

Use different post types

To keep your social media content engaging and exciting, we suggest using powerful aesthetic photos that fit your brand theme. These photos can be of client projects, behind the scenes, talent, clients, venues, or your own team!

When posting videos, we recommend promoting client events, internal behind the scenes videos, and IGTV and reels video posts. Quote graphics can also be super impactful for client testimonials, team quotes, or any other type of quote that should be posted on your socials!

Write engaging captions

Engaging captions will be sure to get your viewer's attention! Keep your brand voice consistent and encourage comments (comment your favorite coffee order below!) or something related to your post that will get viewers involved.

How to use giveaways to your advantage

Giveaways are a great way to boost your following and engagement. To enter a giveaway, the people who enter should be required to follow your account, share the post to their stories and tag 3 friends in the comments. (The 3 friends will then tag 3 friends and so on, which will expand the reach!) By making being an active follower a requirement, you increase your following. You can get a greater reach by making one of the giveaway requirements a re-share on the story. Giveaways are also a fun way to interact with your followers and you can make it unique to your own brand!

We also recommend posting on your story and doing client and team highlight posts.

By planning your social media ahead, you avoid falling behind and scrambling to get last minute content. This can also help you to boost your productivity and keep you ahead.

It can be especially difficult to try to boost your team's productivity during the summer months, so planning your social media ahead of time will make sure you stay on track!

How to stay productive through the summer months:

1. Make time for creative breaks outside
2. Get ahead so you can enjoy the summer (digital content calendars are a lifesaver!)
3. Prep your team and set everyone up for success during the week so they can have occasional "Fun Fridays" and enjoy Fridays through the summer months!