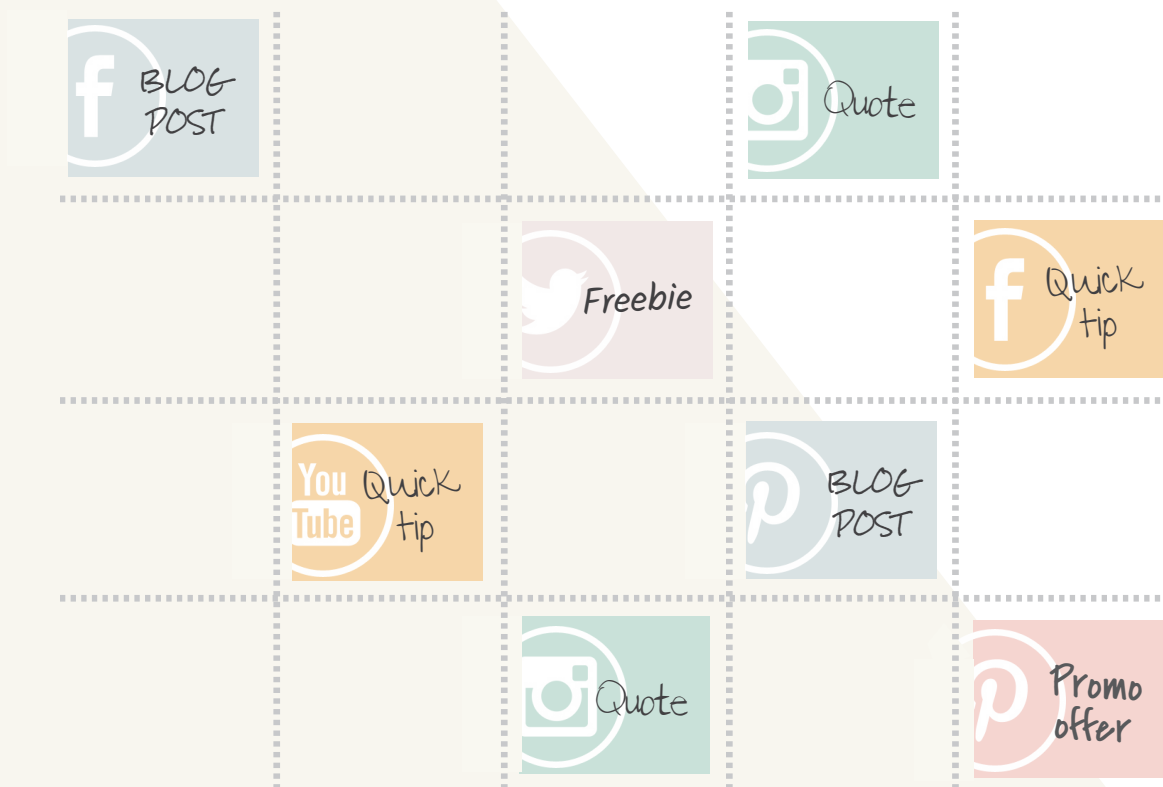


SOCIAL MEDIA STRATEGY

BLUEPRINT



build your following, grow your audience + get tons of traffic

Social Media Strategy Blueprint

PRIMARY SOCIAL MEDIA SITES

#1

#2

GOALS

What are you trying to achieve?

Traffic

No. Subscribers

No. Followers

\$ Sales

PROMOTIONS

What do you need to promote this month?

#1

#2

#3

#4

DAILY ACTIVITIES

Moderate comments
Ask engaging questions
Answer questions
Comment, like, and share

WEEKLY ACTIVITIES

Write blog posts
Create custom images
Share posts + promotions
Schedule content
Find, share, and schedule
other people's content

MONTHLY ACTIVITIES

Plan your content
Add to a blank calendar
Research blog topics
Prepare your promotions

WHAT TO SHARE

BLOG POSTS

Tutorials, round-ups,
helpful tips, videos,
interviews

PROMOTIONS

Products, services
bundles, specials.
affiliate programs

EVENTS

Local, online,
industry events,
contests, holidays

FREEBIES

Ebooks, cheat sheets,
checklists, workbooks,
resources, free courses,
challenges

INSPIRATION

Quotes,
engaging questions,
favorite tools,
#MotivationMonday

PERSONAL STORIES

Humorous, your
journey, insights,
behind-the-scenes

OTHER PEOPLE'S CONTENT

Articles,
tutorials, tips

TRAINING

Webinars,
workshops,
masterclasses



Social Media Strategy Blueprint

BEST TIMES TO POST

These are general guidelines. Check analytics (right column) to see what times your audience is active on each platform.

Facebook: 1 - 3pm	Facebook Insights
Twitter: 10am - 6pm	Tweroid
Pinterest: 5pm - 12am, Saturday	Tailwind or BoardBooster
Instagram: 2-5pm, 2am	Iconosquare
LinkedIn: 10am	LinkedIn Analytics

HOW OFTEN TO POST

Start with one post a day and then gradually increase to:

Facebook: 3-5x
Twitter: 13x
Pinterest: 30x
Instagram: 1-2x
LinkedIn: 1x

GUIDELINES

- Consistency is key to getting results on social media. Show up each day, and you will grow your following and your business. No doubt.
- Create a plan each month for what you want to achieve on social media. Social media can really suck you in, so I recommend doing what you need to do each day, and then getting out. That means you comment, like, moderate inside each platform, but do all your other work outside of them.
- When you're starting out, share other people's content first, then focus on original content. This way you'll build your following as you rev up your own content machine.
- Use the tools mentioned above (BoardBooster, Tailwind, Buffer, etc.) to schedule your content.
- Share content on each platform to start, then focus on growing one site. I recommend digging into Pinterest first because that's where you're going to get the bulk of your traffic. When those are bringing you great results and you feel comfortable, move on to another platform.
- Test and check analytics to see what posting schedule works best for your audience.
- Always include an image with your posts, unless you're asking an engaging question. People are very visual, and this will help your posts stand out and be seen!

