STEP 1
SOCIAL MEDIA
CONTENT CREATION

SOCIAL MEDIA CONTENT CREATION:

There are 5 basic categories of updates:

- **Links**

- **Images**

- **Quotes**

- **Updates**

- **Reshares**

CONTENT IDEAS:

- Share any of your **new work**!

- Share images and explanation of steps of your work.

- Share things on **Behance** and **cross-promote**.

- **Reshare fellow designers'** new work, creating a community. (Always give **@credit** where it's due)

- Share where others have mentioned you if you was not tagged.

- **ENGAGE!** You would want people to talk to your and like your work, so do the same for them!

- **Ask a question** about the industry. (Be clear in your question - don't leave open-ended.)

- Post pictures of **events**, **behind the scenes**, **work in progress**.

- **Customer testimonials**.

- **How-To tutorials**.

- Post a link to your an **upcoming how-to** you will post with an image and teaser sentences.

- Links to **blogs** you've written (if you are a talented writer and make it habit to check your spelling and grammar).

- Other tips and **news of the industry**.

- Images that you find in **everyday life**, like a daily Street Type post.

- Throw in a picture of a dog...or a cat...or a flower....or something that gives a break and makes your real.
  (But be careful about posting pictures of children on your public page, especially if they aren't yours.)

- **Have something that happens weekly on a certain day (equivalent to #ThrowbackThursday, etc.)**

- **Promote a local event** in which you are participating (especially if it's relative to the industry).
  Be careful of posts that have to do with religion or political views UNLESS you feel strongly about them to the point your job depends on it. The world has changed a lot since 2020 and <u>*activism*</u> *has gone from a rarity on public business posts to almost expected. BUT be careful.*

- **Give your opinion about something in the industry**.

- Look at **blogs in the industry** and share an article or idea.

- Post company news.

- **Infographics!!!!**

- Many experts say only a novice posts the same thing on different social media platforms, as there are often similar followers. Don't take that too literally. Just don't continuously post the same thing on all of them over and over again. **But DO cross-promote where possible.** There is a difference between posting the same image/article link/etc. and using one to reference the other. For example, I will tweet an Instagram post with a further quick comment and link back to the feed.

- **Remember that whatever you post on social media is technically of public record, as shown in legal precedent. Be careful.**

- Bringing this out to a month is easy from the solid weekly plan, as the routine is most likely repeated. This is not boring. Consistency in timing and frequency will attract followers.

SEE MORE ON THE FOLLOWING PAGES >>>

INSTAGRAM CONTENT CREATION:

RESEARCH! With the amount of money (directly or indirectly) that can be made with Instagram, you know there are plenty of places online that can provide inspiration. Here are a few. **READ THEM.**

- 5 Things Successful Artists are Doing on Instagram
  http://www.creativefounders.com/5-things-successful-artists-are-doing-on-instagram/
- 80 Hashtags for Artists (from Jan 2020, but many are still relevant and a great starting point!)
  https://artsalesonautopilot.com/80-hashtags-for-artists/
- Instagram Story Prompts
  https://bigcatcreative.squarespace.com/blog/instagram-story-ideas?epik=dj0yJnU9U0w0YUxadGkwQ091dUtCVk9pNXM3cDl0M3ltMXFLVjgmcD0wJm49VTJraEgxNjRSeFBxQWQ4ZHUzNFdpUSZ0PUFBQUFBR0JaQlQw

- 23 Easy Instagram Post Ideas that will Boost Your Engagement
  https://www.sociallysorted.com.au/instagram-post-ideas/

- Also don't forget to do things like this every day.

WHAT TO POST ON INSTAGRAM EVERY DAY THIS WEEK

MONDAY
Inspire. People are readjusting to their weekday schedule and could use some aspirational content. Think travel photos, beautiful interiors, or a fun OOTD.

TUESDAY
Educate. Teach your audience something about your brand or your industry. All those things that are a given to you are likely new information to people outside your field. Go behind the scenes.

WEDNESDAY
Engage. Tell a story that people can relate to and they will join the conversation. Make it as personal as you're comfortable with, and finish with a question. This is also a good time to post on Reels.

THURSDAY
Sell. You've been building up to this all week, now it's time to push your product/service! If your audience engaged with your previous post, the algorithm will most likely show them your latest post.

FRIDAY
Inspire/educate. Now take a step back and give back to your audience. Depending on your business, you could chose another inspirational or another educational post.

SATURDAY
Entertain. It's the weekend, people are chilling on their phones. It's a good day for memes and easy to digest content.

SUNDAY
Take the day off! Sundays are famous for having the least engagement on Instagram.

DARIAGROZA.COM

5 Daily *Instagram* Tasks

☐ Leave 10 meaningful comments on posts in your feed

☐ Like 20 recent photos from 3 hashtags that align with your brand

☐ Follow 5 new accounts related to your community

☐ Response to all comments on your recent post(s)

☐ Respond to all DMs

@THECONTENTPLANNER

LINKED IN CONTENT CREATION:

RESEARCH! LinkedIn is a different audience, has a different purpose, and is not as much a source of information and social interaction as Instagram. However, you have to be as easy to find as possible – like the shiniest, social resumé of you as a person.

- A Designer's Guide to LinkedIn
https://www.aiga.org/designers-guide-to-linkedin
- How Graphic Designers can Leverage LinkedIn.
https://creative-boost.com/linkedin-tips-for-designers/

TIPS

- **Don't add random people you haven't worked or interacted with** just because they look interesting. LinkedIn isn't like Twitter or Instagram where you can just follow anyone. If you do this too often, people might hit the Spam or "I don't know this person" button, and you will be sent to the LinkedIn bench with a red card.

- If you do want to add someone to your network who you haven't met yet, always leave them a **personalized connection request**. Nothing is more annoying on LinkedIn than getting random requests from people who you've never met without an explanation. Just **a friendly note with your reason for connecting** will be just fine.

- **Create a personal LinkedIn URL**. In your profile you can change your LinkedIn URL easily by editing it in your profile. It will help people find you better via Google search, as LinkedIn is high on their ranking system. I use my personalized LinkedIn URL in my email signature, so it's easy for people to connect.
  ^^ Extra credit, but you must then update everything that has that link – spelled out and/or hyperlinked.

- Have a **strong, descriptive headline** with good **keywords** as these will also show up in the Google search results. It is especially important for freelancers to think about the keywords you use. Don't write "Brand Strategy" but write "Brand Strategist" – people who have work to hand out will search for the latter.

- **Keep it visual.** Show some of your top work in your feed! If you have updates to share, use visuals to stand out in the homepage feed. If it's a blog post, an interesting article or just an update that you are looking for work, make it visual! Some of the best options for LinkedIn include announcing when you finish a project on behalf of a business or cross-reference something on your Instagram page.

- **CONNECT CONNECT CONNECT.** Be active by engaging with others in ways that work for LinkedIn. Another important thing to do is CONSTANTLY show you are networked and aware of what your contacts are doing - **"Celebrate anniversaries, promotions, and new jobs. LinkedIn makes it exceedingly easy to stay informed of career changes taking place within your network and to also send notes to congratulate them on a new gig or work anniversary."**

STEP 2
SOCIAL MEDIA
CONTENT CALENDAR

SOCIAL MEDIA CONTENT CALENDAR

Then do a more exact weekly calendar of how general content could be shared. Use the contents, observing how you can set up a system of repeating subject posts. Now assign a platform and time(s) for the posts. Use icons to signify platform (load the free **Social Shapes font** or find another solution).

"This should include all of the social media messaging you'll be using to promote your content, **organized by date and time**. Though social media engagement can't be preplanned, social media promotion can be, which is where this calendar comes in handy. The calendar may also help shape your editorial strategy, by showing you where there are holes and what themes you might be missing. This calendar will solve some of the biggest issues faced by social media users. These include continuing to post badly-performing content, ignoring certain accounts and overwhelming others, and missing important dates or events." - *Hootsuite*

It also provides some sort of structure to an otherwise overwhelming and awkward task.
You must post as your brand. You must post a lot. You must post continuously. And you must remember to provide time every day to check engagement and what others are doing.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11am (Instagram) Instagram of #SundayFunday real life image	**8am** (Instagram) Instagram of #MorningCoffee Image and Link to breaking news regarding design/advertising	**10am** Check LinkedIn, Check Instagram Reply to posts	**8am** (Instagram) Instagram of #MorningCoffee Image and Link to breaking news regarding design/advertising	**10am** Check LinkedIn, Check Instagram Reply to posts	**8am** (Instagram) Instagram of #MorningCoffee Image and Link to breaking news regarding design/advertising	**11am** (Instagram) Instagram from #JustMyType feed
8pm Check Instagram Reply to posts Check Groups Research all feeds	**10am** Check LinkedIn, Check Instagram Reply to posts	**1pm** (Instagram) Instagram of my #WorkInProgress	**10am** Check LinkedIn, Check Instagram Reply to posts	**1pm** (Instagram) #ThrowbackThursday: Great design/designer from history (@mention if still alive or fan page exists)	Comment on breaking news regarding design/advertising with link to #MorningCoffee post	**1pm** (Instagram) Re-Share another designer's work # and @mention
Load up posts on Hootsuite	**1pm** (Instagram) Instagram of My Work with link to webite (LinkedIn) ^ Share Instagram post on LinkedIn feed	**5pm** Reply to posts Check Groups	**1pm** (Instagram) Instagram of #WednesdayHowTo How-To Story	**5pm** Reply to posts Check Groups	**10am** Check LinkedIn, Check Instagram Reply to posts	**8pm** Check Instagram Reply to posts
	5pm (Instagram) Re-Share another designer's work # and @mention	**6pm** (Instagram) Instagram from #JustMyType feed	**5pm** Reply to posts Check Groups	**6pm** (Instagram) Instagram of my #WorkInProgress	**1pm** (Instagram) (Behance) Instagram of My Work with link to Behance.	
	8pm Check Instagram Reply to posts Check Groups Research all feeds	**8pm** Check Instagram Reply to posts Research all feeds	**6pm** (LinkedIn) Share event from some local/regional group (design or advocacy) @mention	**8pm** Check Instagram Reply to posts Research all feeds	**5pm** Reply to posts Check Groups	
			8pm Check Instagram Reply to posts Check Groups Research all feeds		**6pm** (Instagram) Instagram of Day's Best Pic	
			Load up posts on Hootsuite		**8pm** Check Instagram Reply to posts Check Groups Research all feeds	

OPTIMAL POSTING TIMES: *Optimal posting times aren't all that relevant anymore due to algorithms controlling each individual's feed; however, the times are still a nice structure to consider.*

- Instagram is different than Facebook and Twitter. Instagram is often checked at the end of the workday, while Facebook and Twitter (not required for this class) find their audience highest at 9am and lunchtime.

- Instagram gets the most views on a Friday afternoon.

- LinkedIn has the most popularity from 10am-12pm on weekdays, with Wednesday seeing the highest number of logins.

INSTAGRAM REQUIRED NUMBER OF POSTS:

- *OPTIMAL: 5-6pm weekdays; 3/day.*

- REQUIRED FOR PROJECT: 2/day (minimum) every weekday; 1/day (minimum) every weekend day.

- REQUIRED FOR PROJECT: Check daily at least once (twice preferred).

LINKEDIN REQUIRED NUMBER OF POSTS:

- *OPTIMAL: Best days to post are Tuesday, Wednesday, and Thursday.*
  Posting once a day or only a couple times a week is ok, but check it daily!

- REQUIRED FOR PROJECT: 1/day (minimum) at least 3 times a week; No posts necessary on weekend.
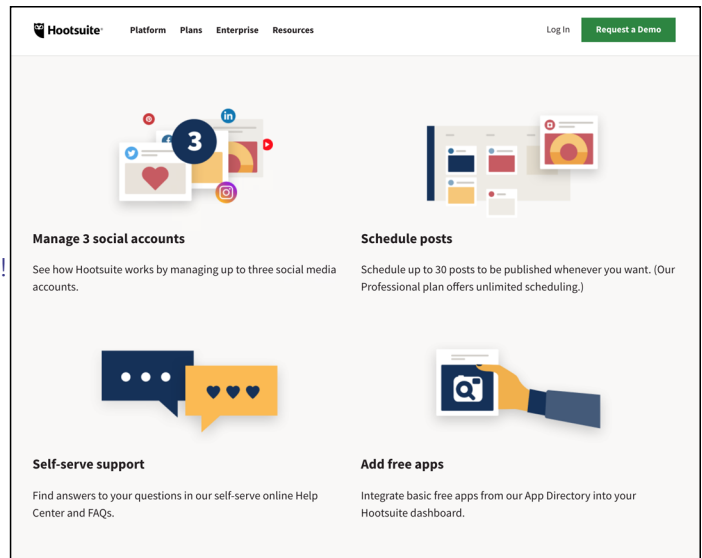
- REQUIRED FOR PROJECT: Check daily at least once.

Weekday = Monday, Tuesday, Wednesday, Thursday, Friday
Weekend Day = Saturday, Sunday

STEP 3
SOCIAL MEDIA
USING HOOTSUITE
TO SCHEDULE POSTS

USING HOOTSUITE

Now do it for 10 days straight. Use Hootsuite's FREE dashboard to schedule posts. With this dependable dashboard, you may set up 3 social media platforms for free. As long as your Instagram account is Business (vs. Personal), it will schedule just like LinkedIn!

Manage 3 social accounts
See how Hootsuite works by managing up to three social media accounts.

Schedule posts
Schedule up to 30 posts to be published whenever you want. (Our Professional plan offers unlimited scheduling.)

Self-serve support
Find answers to your questions in our self-serve online Help Center and FAQs.
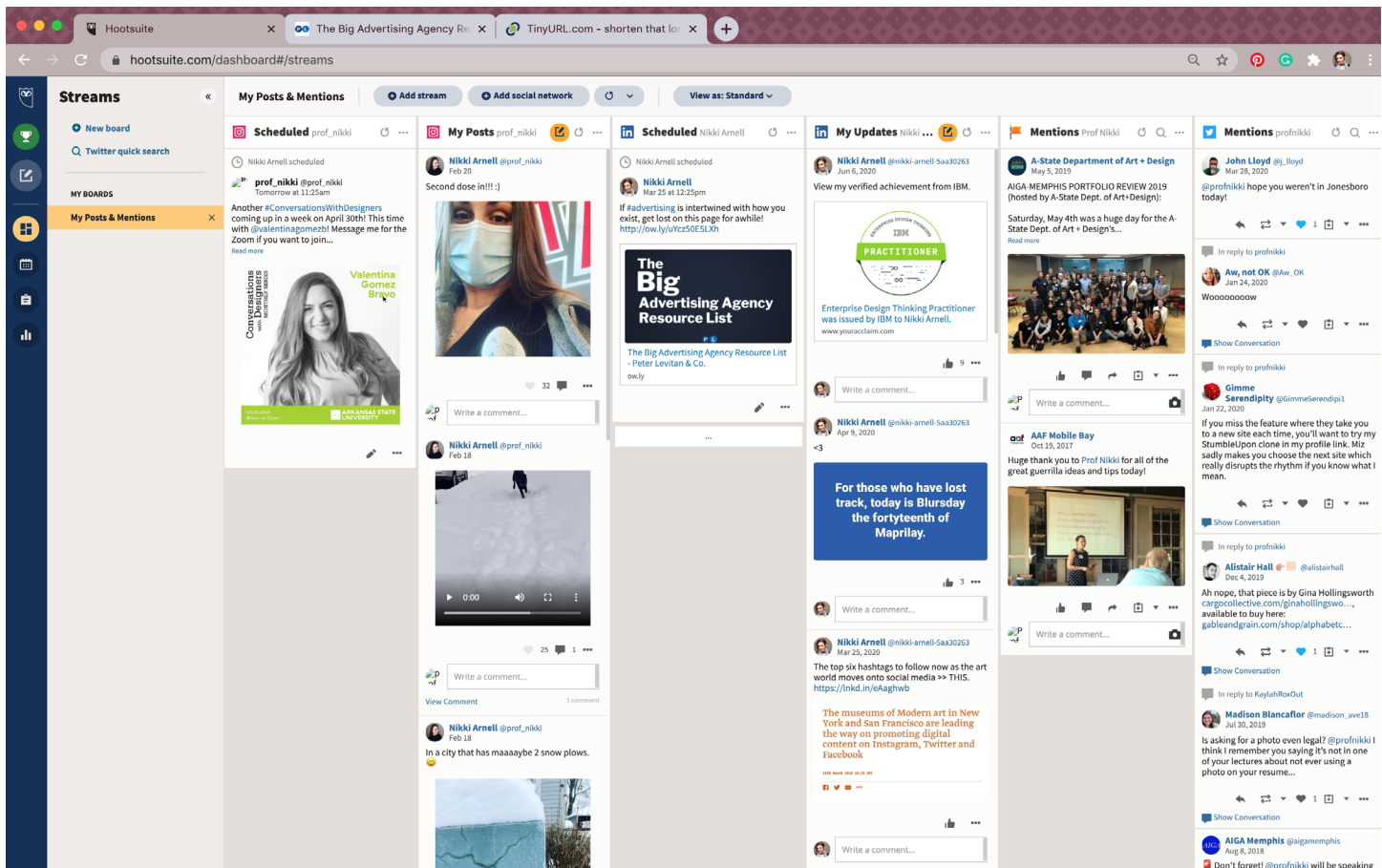
Add free apps
Integrate basic free apps from our App Directory into your Hootsuite dashboard.

Set up your dashboard however you feel comfortable. You can have all feeds on one tab with many streams (like tabs within your tabs) or you can have each platform have its own tab with its own streams. You must create a stream of Scheduled Posts for each platform, as **you must take screen shots to prove you've used it for at least the majority of the posts on your calendar**.

Below is sample from mine. From left to right:
Instagram Scheduled Posts | **Instagram Posts** | **LinkedIn Scheduled Posts**, and **LinkedIn "Updates" (Posts)**.
That's about all that's available for these platforms. I also Mentions columns available in case someone writes to me @ProfNikki on Facebook (public, that little orange flag) or Twitter. *Unfortunately, Hootsuite does not have Mentions available for Instagram or LinkedIn; however, each platform will alert you when you're mentioned.*

The act of scheduling posts is easy once you get the hang of Hootsuite. It will often warn you of the optimal size for an image to post on each platform. It will still post even if photo is not correct, but it would be wise to heed the warning.

- On the scheduled Instagram post, see how the #hashtag, @mention*, and URL go live on the scheduled posts like they would in the Instagram (or LinkedIn) feed.
  Mentions appear as plain text in Hootsuite but as live links when published.

- On the scheduled LinkedIn post, the website is shortened automatically in Hootsuite by owly. **REMEMBER YOU MUST use these. Not on every post, but on the vast majority of them. THIS DISPLAYS YOU KNOW HOW TO LEVERAGE THE POWER OF SOCIAL MEDIA!**

- **NOTE: If you cannot post on Instagram, your account is not public.**
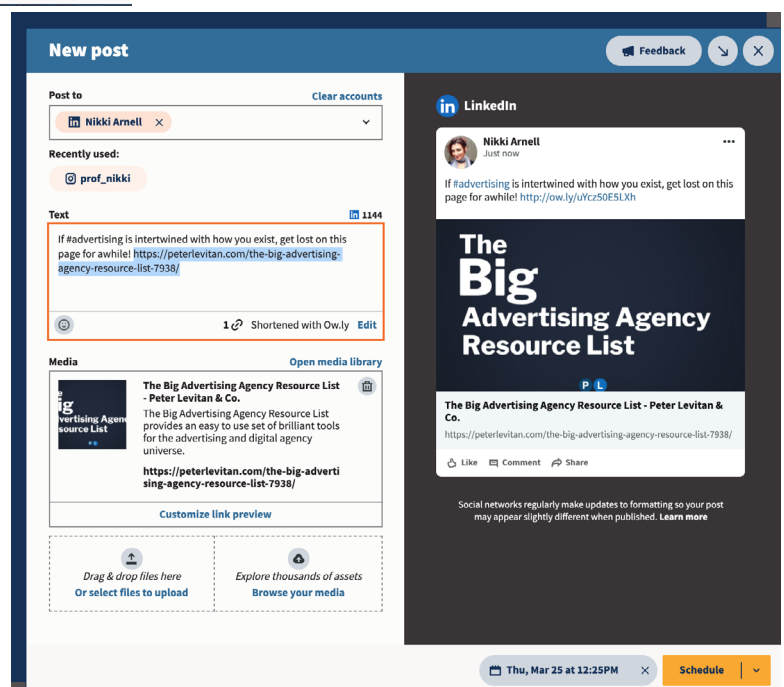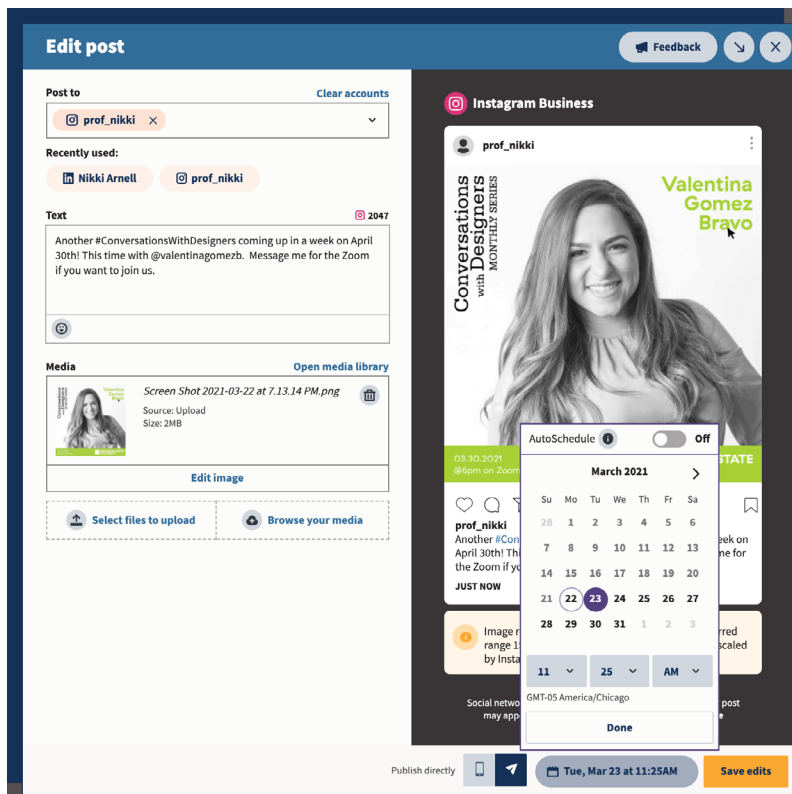
So what is due?

Images of your dashboard proving you know how to schedule posts will be required in your Brand Book.

Proof of at least 10 days straight of posting, which will be easy to check when I view your accounts.

The days should follow as closely as possible to your Content Calendar.

Why 10 days instead of the 7 in your Content Calendar? Your calendar should show general subjects that SHOULD be repeated every week with new subject matter.