

SOCIAL MEDIA PLAN : FORM C

Name (or Company Name, then Name):

For all of the following, replace **blue text** with your answer. When you place this information in your Brand Book, remember that you should reformat to the correct typographic treatment per your brand. In other words, don't stick **blue Times New Roman** in your book if it doesn't follow Brand Visual Guidelines.

SOCIAL MEDIA CONTENT CALENDAR

Set up your content. Below is an example. See more information [here](#).

Content Ideas:		
DAILY	WEEKLY	MONTHLY
Photo/Video/Quote of the Day	Hero/Villain of the Week	Social media campaigns that co-opt mainstream events (e.g. Olympics)
Articles and stories focusing on issue areas and program work	Song of the Week	Celebrate holidays, staff birthdays, cause/history month celebrations
Question of the day	Art Piece of the Week	Photo, video, and advocacy campaigns
Daily column (e.g. Diversity Today!)	Inspiring Story of the Week	Executive Director's Round-Up
Opportunity of the Day	Weekly ask to increase followers, fans, and email subscribers	
Statistic of the Day	Shoutouts and acknowledgements	

Diagram general plans for Daily, Weekly, Monthly.

(The following example is not necessarily one that is fitting for a designer.)

Content:

5 basic categories of updates:

- Links
- Images
- Quotes
- Updates
- Reshares

Content ideas (Some ideas may not apply to what is required in this class. For example, I don't require a blog.):

- Share any of your new work!
- Share images and explanation of steps of your work.
- Share things on Behance and cross-promote. Remember that Behance can be part of AIGA's page if you are a member.
- Reshare fellow designers' new work, creating a community. (Always give @credit where it's due)
- Share where others have mentioned you if you were not tagged.
- Ask a question about the industry. (Be clear in your question - don't leave open-ended.)
- Post pictures of events, behind the scenes, work.
- 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.
- Have something that happens weekly on a certain day (equivalent to Throwback Thursday, 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.*
- Cover such an event.
- Give your opinion about something in the industry, news, etc.
- Look at blogs in the industry and share an article or idea.
- Run a poll.
- Announce an upcoming promotion, contest, giveaway.
- Post company news.
- Fun and entertaining posts to make someone laugh.
- Infographic

INSTAGRAM CONTENT IDEAS:**DAILY:**

1. Replace with answer.
2. Replace with answer.
3. Replace with answer.
4. Replace with answer.
5. Replace with answer.

WEEKLY:

1. Replace with answer.
2. Replace with answer.
3. Replace with answer.

MONTHLY:

1. Replace with answer.
2. Replace with answer.
3. Replace with answer.

LINKEDIN CONTENT IDEAS:**WEEKLY:**

1. Replace with answer.
2. Replace with answer.
3. Replace with answer.
4. Replace with answer.
5. Replace with answer.

MONTHLY:

1. Replace with answer.
2. Replace with answer.
3. Replace with answer.

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 (see **Social Type font** at bottom of [this page](#) or find similar).

“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*

Optimal posting times* and required number of posts:

Instagram is different than Facebook and Twitter. Instagram is often checked at the end of the workday, while Facebook and Twitter 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. *If you are doing an additional platform, please see Prof. Nikki for required minimum number of posts per day and week.*

- **LinkedIn:** Tuesday, Wednesday, and Thursday; check daily; posting once a day or only a couple times a day is ok
REQUIRED: 1/week (minimum); **Wednesday** suggested.
- **Instagram:** 5-6pm weekdays; 3/day
REQUIRED: 2/day (minimum) **every weekday; 1/day** (minimum) **every weekend day**

The following also contains Twitter, which is no longer required of Branding students.

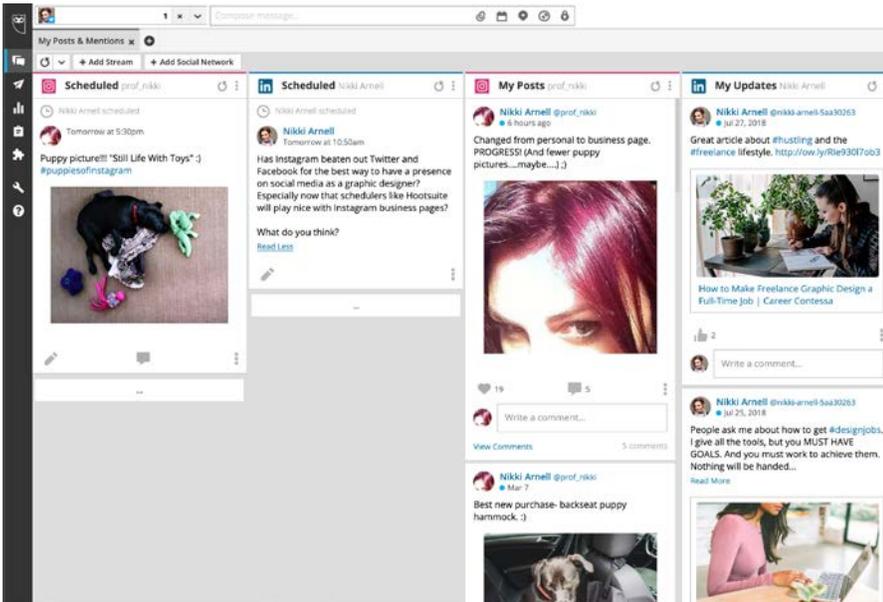
Don't forget to set aside time to reply to posts!

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>11am  Tweet Morning Coffee Link to weekly Blog post discussing a hot topic (clear headline and sentence pull + image)</p> <p>3pm Reply to posts Check Groups</p> <p>8pm Reply to posts Check Groups</p> <p> Tweet about events for the upcoming week (national)</p> <p> Instagram of Day's Best Pic</p>	<p>8am  Tweet Morning Coffee Link to breaking news regarding design/advertising</p> <p>10am Reply to posts Check Groups</p> <p>1pm  Instagram of My Work with link to website</p> <p> Tweet ^ Instagram link with catchy comment</p> <p>5pm Reply to posts Check Groups</p> <p> Retweet favorite designer/agency</p> <p>6pm  Instagram from My "Type" feed</p> <p>8pm Reply to posts Check Groups</p>	<p>8am  Tweet Morning Coffee Link to breaking news regarding design/advertising</p> <p> Comment on breaking news regarding design/advertising with link to Morning Coffee tweet</p> <p>10am Reply to posts Check Groups</p> <p>1pm  Instagram of other designer's work (credit!)</p> <p> Tweet Instagram link with kudos to designer</p> <p>5pm Reply to posts Check Groups</p> <p> Tweet a How-To link</p> <p>6pm  Instagram from My "Type" feed</p> <p>8pm Reply to posts Check Groups</p>	<p>8am  Tweet Morning Coffee Link to breaking news regarding design/advertising</p> <p>10am Reply to posts Check Groups</p> <p>1pm  Instagram of My Work with worklife (sample, environment, etc.)</p> <p> Tweet ^ Instagram link with catchy comment</p> <p>5pm Reply to posts Check Groups</p> <p>6pm  Instagram from My "Type" feed</p> <p>8pm Reply to posts Check Groups</p> <p> Tweet about local events</p>	<p>8am  Tweet Morning Coffee Link to breaking news regarding design/advertising</p> <p>10am Reply to posts Check Groups</p> <p>1pm  ThrowbackThursday: Great design/designer from history</p> <p>5pm Reply to posts Check Groups</p> <p>6pm  Instagram from My "Type" feed</p> <p>8pm Reply to posts Check Groups</p> <p> Tweet about local events</p> <p> Instagram of Day's Best Pic</p>	<p>8am  Tweet Morning Coffee Link to breaking news regarding design/advertising</p> <p>10am Reply to posts Check Groups</p> <p>1pm  Instagram of my work on Behance.</p> <p> Tweet Instagram link with catchy comment</p> <p>5pm Reply to posts Check Groups</p> <p>6pm  Instagram from My "Type" feed</p> <p>8pm Reply to posts Check Groups</p> <p> Tweet about local events</p> <p> Instagram of Day's Best Pic</p>	<p>11am  Instagram from my "Type" feed</p> <p>1pm  Tweet Design of the Day (credit!)</p> <p>8pm Reply to posts Check Groups</p>

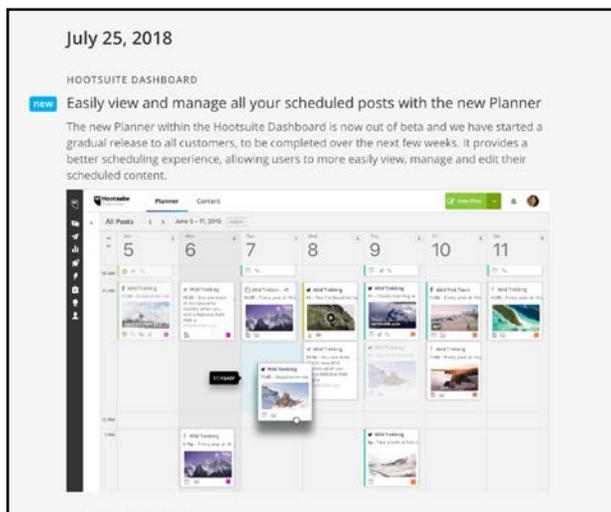
- Many experts say only a novice posts the same thing on different social media platforms, as there are often similar followers. Don't take that too literally. Just don't continuously post the same thing on all of them over and over again. But **DO cross-promote where possible**. There is a difference 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 what you post on social media is technically of public record, as shown in legal precedent.
- 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.

Now do it for *10 days straight*. Use [Hoosuite'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!

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 will need to take screen shots.



Also as of July 2018, the new **Scheduler** on Hootsuite is out of Beta testing and available. It's under Publisher on the toolbar. You may use this if you like to visualize your posts this way; however, still take screen shots of Scheduled Posts in the manner shown above. If a screen shot of the Publisher version helps to tell your story better in your Brand Book, please feel free to use this also.



The free version of Hootsuite only allows **30 scheduled posts at a time**. The minimum required posts is less than 30, and I doubt you will schedule ten days worth all at once anyway. (Obviously, when a Scheduled Post actually posts, it is no longer one of the 30 allowed scheduled posts. The spot opens for another.)

Don't forget to take screen shots of your Scheduled Posts or I will have no proof you actually used the Scheduler! Then take screen shots of your actual posts from your feed of actual posts, as you may have additional posts – specifically in Instagram – that may be beyond what was scheduled.

Place screen shots on pages that follow with an explanation of what each is. Pictures of scheduler is required. More images of actual posts would be a great idea to *explain it well in your Brand Book*.

Add more pages as necessary by pulling down the A-Master with automatic numbering and text box. Remember you must Override All Master Page Items to unlock the text box.

REMOVE ANY PAGES YOU DO NOT USE.

