Your golden ticket to social media strategy!

social media workflow

RESEARCHED AND PROVEN DAY-BY-DAY GUIDE TO GROWING YOUR PLATFORM

by The Holler
PLATFORM PAGES

Each social media platform has a dedicated page. Information can be found on why that specific platform is significant for your brand, some #protips, how to set up the platform for your brand before you start your workflow, and what EXACTLY to do each day of the week for that platform. It is important to not do less and try not to do too much more. Consistency is the key and following this plan is your best foot forward.

DAILY POSTING CALENDAR

Forget all of your other calendars. We’ve given enough space for you to schedule your regular life alongside your brand’s social media. Just circle the month and day at the top so you know what day you are working on, add any tasks, reminders, or other info and you are good to go! MAKE SURE you look at the top right corner to see which day of the week your sheet is for. The social media posting schedule on each sheet is customized and optimized for that day of the week. When it says “Pinterest”, refer back to your platform page for “Pinterest” to see what you need to do on that day of the week. Try your best to stick to the schedule on these pages, as that’s when most people will be there.

MONTHLY CHECKLIST

If you are like us, then you may want a monthly guide to your tasks. Well, we got that for you as well. Check out the checklist page to see what platforms you need to work on for each day of the month. Again, these tasks are specific to the day of the week. You can fill in your own dates :)

HOW TO USE THIS “GUIDE”
AKA - THE BEST THING EVER
Paid advertisement on Facebook has become a very successful piece of what Facebook can offer. Why? All brands can benefit from having a Facebook page. It is simple to update, has an ad platform and has a large user base.

**SET UP**
- Join 5-8 groups and begin contributing
- Brand, detailed bio

**#ProTips**
- Asking questions can increase fan interaction and interest
- Limit hashtags to 1-3 per post
- Remain consistent!

**SUNDAY**
- Share someone else’s post
- Reply to 1 discussion in a Facebook group
- Like 2 posts from your newsfeed
- Reply to any comments/messages

**MONDAY**
- Share someone else’s post.
- Reply to 1 discussion in a FB group.
- Like 2 posts from your newsfeed.
- Reply to any comments/messages.
- Review related pages and like their things.
- Start a conversation in a FB group (rotate between your groups each week).
- POST: An article with your insight

**TUESDAY**
- Share someone else’s post.
- Reply to 1 discussion in a Facebook group.
- Like 2 posts from your newsfeed.
- Reply to any comments/messages.
- POST: quote based on your platform

**WEDNESDAY**
- Share someone else’s post.
- Reply to 1 discussion in a FB group.
- Like 2 posts from your newsfeed.
- Reply to any comments/messages.
- POST: Your blog from Tuesday

**THURSDAY**
- Share someone else’s post.
- Reply to 1 discussion in a Facebook group.
- Like 2 posts from your newsfeed.
- Reply to any comments/messages.
- Reply to comments on the FB group convo that you started on Monday.
- POST: An article with your insight.

**FRIDAY**
- Share someone else’s post.
- Reply to 1 discussion in a FB group.
- Like 2 posts from your newsfeed.
- Reply to any comments/messages.
- POST: Your blog from Wednesday

**SATURDAY**
- Share someone else’s post.
- Reply to 1 discussion in a FB group.
- Like 2 posts from your newsfeed.
- Reply to any comments/messages.
- POST: quote based on your platform
Twitter is a 280 character limit conversational platform where brands can quickly interact with their audience. Your brand can advertise on Twitter, but organic reach goes a long way because all of your brands followers will see your Tweet in their feed.

Why? Your audience wants to be able to talk to a real person, and this is where Twitter works best. People will compliment your brand and interact with your Twitter handle before any other.

**Random Info**

Tweeting more than 3 times per day reduces the number of engagements per tweet.

The half-life of a tweet is 24 minutes, so it's necessary to tweet the same message over different times and days.

**ProTips**

- State mission and don't be afraid to show personality
- Include business url in bio
- Tweet structure = key message --> link --> #hashtag afterthought
- Keep tweets around 100 characters so followers can add their own take when sharing
- Mix funny/interesting with business
- Don't just share headlines... ask questions, add thought/opinion, use quote from article.
- Using images in a post increase retweets by 35%... do this every third tweet
- Retweet every tweet you are mentioned in
- 1-3 hashtags per tweet
- Use 2:1 dimension for photos
Suggested Posting Material

1 – quick tip
2 – inspiring story
3 – show your work area
4 – share favorite tool
5 – introduce a team member
6 – end of week celebration
7 – support others and tag them
8 – share your favorite blog post
9 – what are you up to today?
10 – behind the scenes post
11 – follow me on… Pinterest / Facebook / etc.
12 – Ask a question
13 – share a great book
14 – thank your fans!
15 – behind the scenes peek

16 – promote your offer
17 – share a resource
18 – share your brand values
19 – logo and back story of platform
20 – show your product(s)
21 – mini lesson on something
22 – comment on topical news
23 – inspiring quote
24 – promote your email list
25 – fun personal fact
26 – share gratitude
27 – before and after
28 – tag a resources and tell why
29 – reveal your hobby / passion
30 – inspire with motivational quote/story
31 – compliment/tag a business

Suggested Posting Material

BIG IDEAS – Share expert advice or a short quote
HUMOR – Share a comic, humorous image, meme, or phrase, jokes, viral videos
INTERACTION – Ask a question, share a photo contest or quiz, or post a fill-in-the-blank sentence, “caption this”
CURRENT NEWS – Share Positive news about your business, industry, or community.
GIVING BACK – Feature customers, launch/share a giveaway, or make a coupon or discount available
DAY IN THE LIFE – Share candid photos from your business or feature an employee
EDUCATION – Tell people about your product, what it can do, or teach people how to use it better, answers to FAQs, free resources (even from others)
HOLIDAYS – Do something fun on specific days of the year
Suggested Posting Material

1 – quick tip
2 – inspiring story
3 – show your work area
4 – share favorite tool
5 – introduce a team member
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7 – support others and tag them
8 – share your favorite blog post
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10 – behind the scenes post
11 – follow me on… pinterest / facebook / etc.
12 – Ask a question
13 – share a great book
14 – thank your fans!
15 – behind the scenes peek
LinkedIn is a necessary platform for any brand. It is the more professional route because it is a place where brand to brand and brand to recruiter go to interact.

Why? LinkedIn is great for more professional brands looking to establish themselves as a serious competitor and to interact with older generations.

<table>
<thead>
<tr>
<th>Set-up</th>
<th>#ProTips</th>
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<tbody>
<tr>
<td>- Join 8-10 groups / begin contributing</td>
<td>- Asking questions can increase fan interaction and interest</td>
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<tr>
<td></td>
<td>- Limit hashtags to 1-3 per post</td>
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**SUNDAY**
- Nothing :) |

**MONDAY**
- Update status
- Comment / like on target group discussions
- Reply to messages / new introductions

**TUESDAY**
- Update status
- Comment / like on target group discussions
- Reply to messages / new introductions

**WEDNESDAY**
- Update status
- Comment / like on target group discussions
- Reply to messages / new introductions
- POST: new discussion thread in target group
- Invite 3-5 new connections into your platform (personal message)
- Endorse skills of 2 profiles
- Provide a recommendation for someone you have talked / worked with
- Request a recommendation from them

**THURSDAY**
- Update status
- Comment / like on target group discussions
- Reply to messages / new introductions

**FRIDAY**
- Update status
- Comment / like on target group discussions
- Reply to messages / new introductions

**SATURDAY**
- Nothing :)
What’s unique about Pinterest compared to most social media websites, is that it reduces the number of steps from discovery to conversion. This means that visitors from Pinterest convert into leads or sales faster than from other social media sources.

Why? Unlike many social sites, where the game is to get followers, Pinterest users seem very content to simply find stuff and share it with small groups.

<table>
<thead>
<tr>
<th>Random Info</th>
<th>#ProTips</th>
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<tr>
<td>- 87% of pinners have purchased a product because of Pinterest</td>
<td>- Quotes and tips are MONEY on Pinterest</td>
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<td>- 93% of Pinners have uses Pinterest to plan a future purchase</td>
<td>- Aim for FUN</td>
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<tr>
<td>Set-up</td>
<td>- Best platform to offer something for free</td>
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<tr>
<td>- Set up 6 boards that deal specifically with your platform (i.e. – quotes, great articles, etc.)</td>
<td>- AGAIN... consistency is key</td>
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<tr>
<td>- Find 10 accounts you like and follow them</td>
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**SUNDAY**
- Search & pin 1 item to each of your 6 boards
- Find things you like and “like” them, do not repin them

**MONDAY**
- Search & pin 1 item to each of your 6 boards
- Find things you like and “like” them, do not repin them

**TUESDAY**
- Search & pin 1 item to each of your 6 boards
- Find things you like and “like” them, do not repin them
- Reply to any comments you’ve received since Saturday

**WEDNESDAY**
- Search & pin 1 item to each of your 6 boards
- Find things you like and “like” them, do not repin them

**THURSDAY**
- Search & pin 1 item to each of your 6 boards
- Find things you like and “like” them, do not repin them

**FRIDAY**
- Search & pin 1 item to each of your 6 boards
- Find things you like and “like” them, do not repin them

**SATURDAY**
- Upload an original post
- Follow 3 new people / businesses
- Reply to any comments you’ve received since Tuesday

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**Set-up**
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- Find 10 accounts you like and follow them

**#ProTips**
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## PRIORITIZED TASK LIST

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# Digital Media Posting Guide

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## Reminders

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## Appointments

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## Digital Media Posting Guide

### Prioritized Task List

- [ ] Instagram Time
- [ ] Twitter Post
- [ ] Facebook
- [ ] Pinterest

### Appointments

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### Expenses

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### Calendar

- **January:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27
- **February:** 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27
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<p>| ABC | PRIORITIZED TASK LIST | $ AMOUNT | EXPENSES |</p>
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<thead>
<tr>
<th>Day</th>
<th>Social Media Platforms</th>
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<tbody>
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