

## Social Media Planning 101

### Planning 101

A good plan starts with a plan. Gather your resources, understand what you have, know what you need to obtain. Organize videos and photos, review them. We all have evergreen content, but sometimes it's just scattered about. Use your web content as a guide, a good website should be a great resource for finding educational tidbits and engaging content. Use your social resources: scroll back in Facebook insights or search out content to see how it performed, review your Twitter analytics for best performing posts, review content pieces from other organizations for inspiration. Search for #CSWBigShare on all platforms to see what others are doing.

- You have some very easy posts in the bag from CSW. Schedule those out, and plan around them.
- Your calendar will explain **what** to share, **when** to share, and **where** you're sharing it.
- Try to achieve consistency in your posts. You do not need to post daily or for the sake of posting but post as consistently as you see fit. Themed content that has a consistent appearance can serve as a regular reminder of your brand. This also includes consistent variety; try new things and gauge the response.
- Consider ways to obtain new content. Feature those most excited about your work: your staff and fans.

### THE PLAN/THE CONTENT:

- Dissect – share successes you've had in the past. Go back into your post history, figure out what performed well and figure out why it performed so well. Was it a great image? Was the message on point? Did your fans share it? Did you tag partners? Where and when did the post occur?
- Engage – Share your org's story. How did you get here? What accomplishments have you made? Don't be afraid to ask questions. It's hard to know what your audience wants, it's okay to ask them directly.
- Excite – The Big Share is a big deal, right? Prove it. Give people a reason to get excited. Do you have a special announcement? Did you do something awesome last year? Do you have a new goal for this year? What are your plans for the funds you raise? Hype people up, encourage a sense of urgency and purpose.
- Educate – Your followers may not know all the nuances of everything you do. Tell them about your history. Why are you important? Make a case for yourself to get people engaged and invested in your work. Show them how you make a difference. You are your best advocate. The personal touch of a video or lengthier, story-type post can go a long way. They might not know what a big deal TBS is. It's your duty to help bridge these gaps.
- Review – Look at your performance. Take notes about what performed well and why. Adjust your schedule/content accordingly.



advertising with a Conscience

**WHEN, WHERE, WHAT:** The essence of a calendar.

**WHEN:** Without the help of paid to deliver your content regularly, it's up to you to make sure you're staying visible. Facebook offers great insights as to when your audience is online. You don't have to commit to posting every day, work at your own pace and with the content you have. Consider your own behavior when timing posts. Experiment with timing, take inventory of your performance, and make adjustments.

**WHERE:** What channels do you have? Are your graphics resonating on Twitter, but not on IG? Take advantage of the various placements available on each platform: use Stories, Reels, and Groups to get your content where people are interacting. Use data to guide your decisions. Reviewing your performance can help you decide WHAT to post WHERE.

**WHAT:** Photos, videos, graphics. Captions, copy, quotes. These are the nuts and bolts. Canva can be great for simple graphic design. Use your brand consistently and correctly, they're like subtle reminders that become more powerful over time. Ask your followers what they want to see. Ultimately, social media is about marrying the content your audience is looking for with content that's relevant to your work – and ultimately in this instance, tying in some calls to action for The Big Share. Find trending topics and see if you can create a logical tie-in with your work.

**PLAN TO BE SOCIAL:** SHARE your org's posts from your personal accounts. Explain why your work is important to you, personally. Encourage or ask friends to share and engage with your organization's content. Tag your friends and family in the comments section of posts, a simple "Hey [@PERSON], did you see this?" or "What do you think, [@PERSON/ORG]?" can go a long way. Share posts in direct messages – this makes them unavoidable. Ask your staff what they think you should be posting about, get them involved in the creation. Share your post to appropriate Facebook Groups and in your Events. Share posts from other accounts to spur some reciprocating shares.

**Be thrifty, RECYCLE:** A small percentage of your followers will see your posts. Retweet your AM content for PM audiences and vice versa. Don't assume anything is widely known about your organization. Tell stories people may have heard and ensure they reach different audiences at different times of day. Scheduling is available for most platforms, but where it's not, create a draft and set a reminder to post. Without the addition of paid promotions, it's good to maximize delivery of your efforts with timing. Similarly, you can recycle content. Take key points from a video and present them as graphic. Use popular posts to inform your next short video.