



Element 33/Marketing Elements

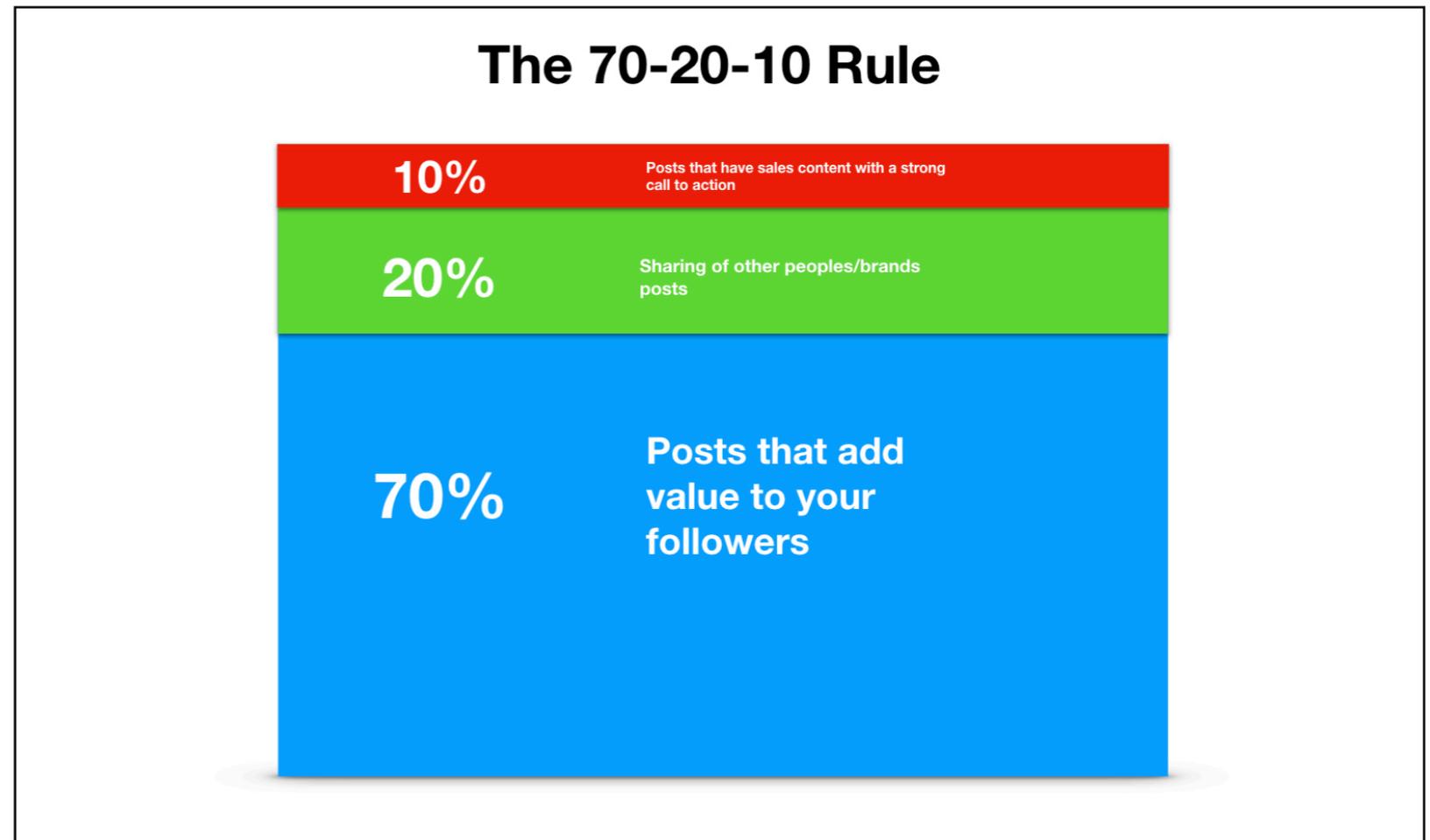
Create a Social Media Editorial Calendar

Getting Started

To get started with your social media, you need a plan your content. There are a few rules out there, the 4-1-1 or the 70-20-10 rules. The one I prefer to use the most is the 70-20-10 rule.

70-20-10 rule

The 70-20-10 rule states that 70% of your content should add value to your followers, such as giving them tips & tricks, polls/surveys, and other things of value. The next 20% should be from others. This can be a news article affecting your followers, info from a partner brand, and User Generated Content (UGC). This mix will depend on our audience; you can have more of one of these over the others. For example, if you are in B2B, you may have more news articles over UGC. The last 10% should be promotional. It should be about a sale or promotion with a direct call to action. The reason this section is so small is that people who follow you aren't after the hard



The breakdown of the 70-20-10 rule

sell. They already like your brand, and they want to interact with you.

Plan the best content mix

In your planning, figure out the best mix. Initially, start with a piece of content listed and see what resonates

with your followers. Each month you will get more data to refine your content strategy on social media. After six months, you will be able to judge what will work for your followers and what will not. Data/Analytics is your friend, and you should review them monthly. Occasionally there will be an outlier that over or underperforms what you expect.

Types of Content to Post:

70% Content

- **Blog posts** - Share your latest or a great and informative blog post from the industry
- **Company Culture** - Share who you are and the people that make up your brand. Make it about the people and not about selling
- **Questions** - Ask them questions that engage them. Questions like ‘would you rather?’ Pick A, B, or C. “What are you doing this Spring break?”
- **Videos** - Share your and other videos that your followers will love to see.
- **Tips & Tricks** - a Tip Tuesday always is a good thing. Show them something they didn’t know in your space or with your product
- **National Day Posts** - there are so many national days that will fit your brand or will be fun for your brand. Share one of your employees puppy on National Puppy Day.

20% Content

- **Industry News** - share news that affects your followers. Link to the post and ask their opinions on the article
- **User Generated Content** - Posts by people making or using your products
- **Influencer Posts** - If you have an influencer program share their content on your page.
- **Inspirational quotes** - Share something uplifting from your favorite author, poet or historical figure.
- **Share a partner brands post** - If you work with a brand on a regular basis, share one of their post on your social media. Especially if it compliments your own products

10% Content

- **Share your latest blog post** - Specifically for new product launches and press releases.
- **Sales Promotion with call to action** - This is self explanatory, “Get 35% off site wide until FRIDAY!”
- **Share a Facebook Deal** - In a Facebook post, create a deal people can redeem



How often should you post?

Don't make the mistake of over posting. Over posting is posting too many times in one day. This is one reason people unfollow brands.

It has been my experience that you can post the following without over posting on your social networks.

Social Network	Posts Per Day
Facebook	1 to 2 posts max per day
Instagram	1 to 2 post per day
Instagram Stories	5-10 stories per day
Twitter	Up to 20 posts per day
Pinterest	5-15 pins per day (scheduled)
LinkedIn	1 per work day (Monday - Friday)

Editorial Content Calendar

Calendar Template Tips



List all accounts - List on your calendar every social network and space for multiple pots



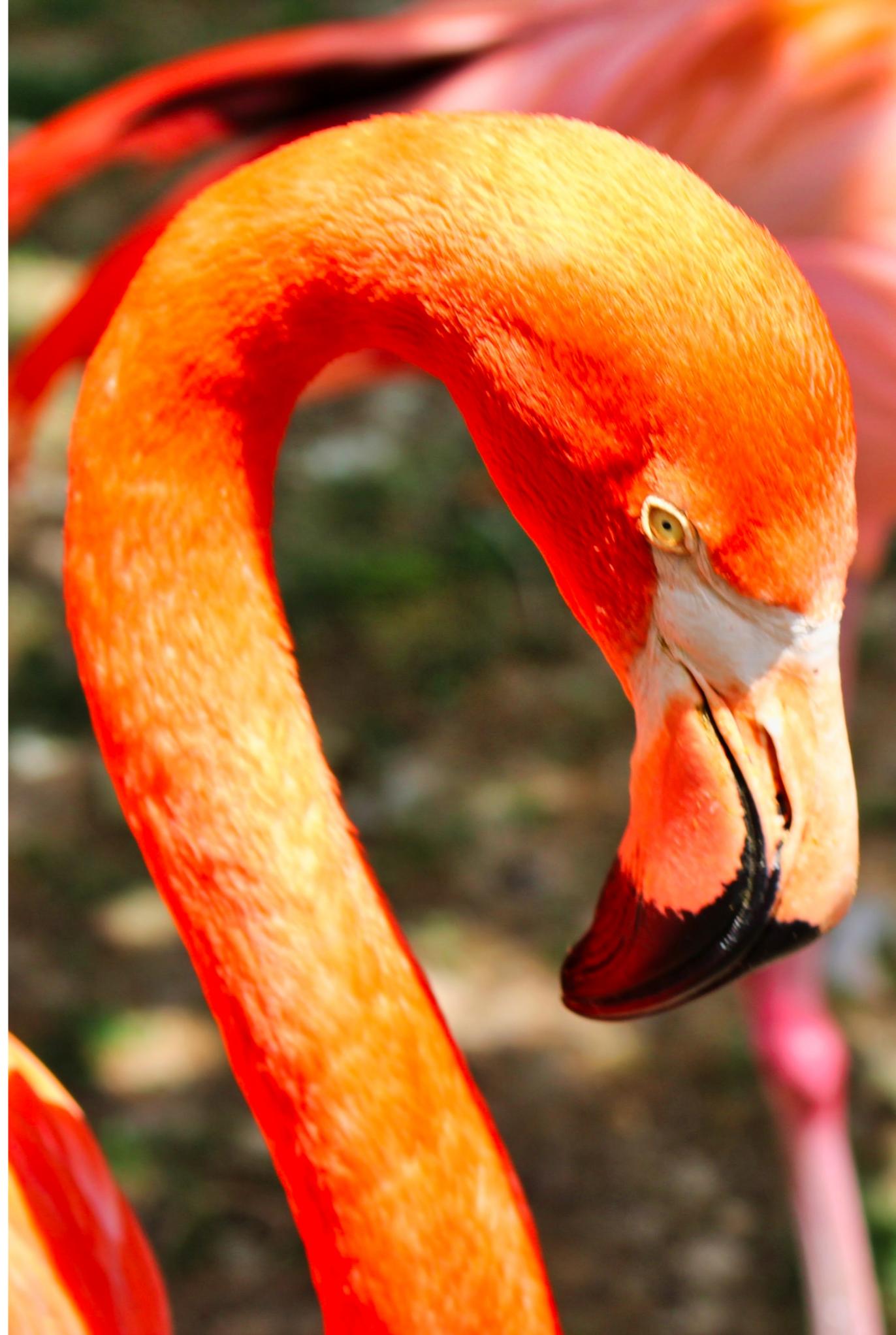
Make a weekly view - I find it best to make it a weekly view, but you can break it down further

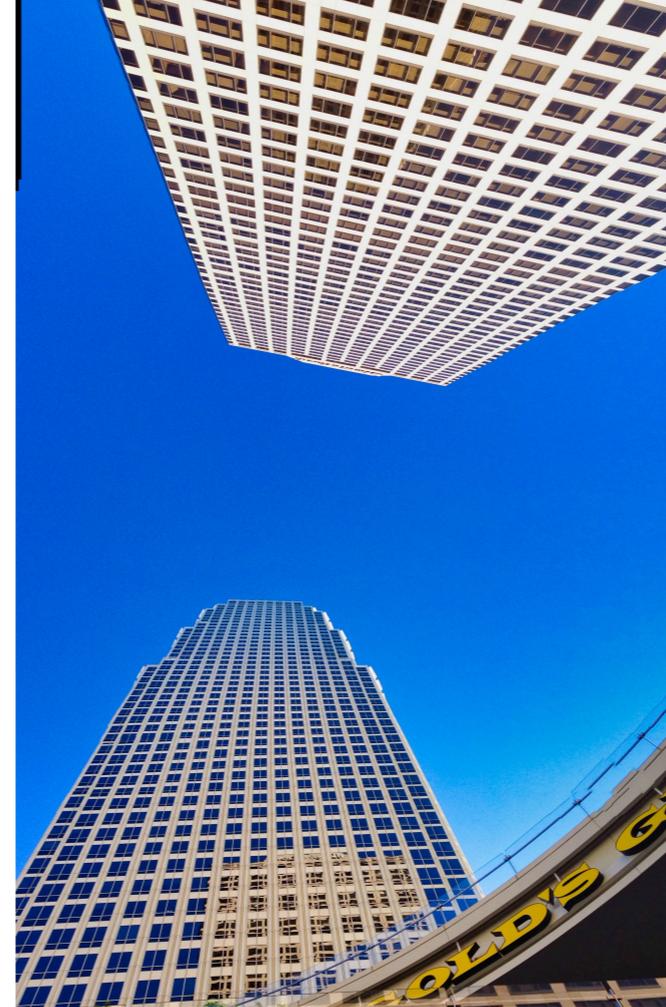


Make it Sharable - Put in the cloud so it can be shared via Google Sheets or MS Excel in the cloud



Plan a week ahead - get approvals and content written the week before.





Editorial Calendar

No need to create a calendar from scratch, I have shared a content calendar I use most for myself and my client's social media needs. You can download your copy and customize it for your needs. It can be opened in Google Sheets, Apple Numbers, or MS Excel

Download the template at - <http://bit.ly/2TXJEdr>

Daily Work Flow

Managing your content calendar is just one part of social media management. Here is a typical day for me and how I manage my time.

Time	Task
8:00 - 9:00 AM	Check all social media sites for comments, questions and complaints that came in over night. Facebook - Check posts, reviews, and messages -Daily Instagram - Check posts, and Direct messages - Daily Pinterest - Check for any direct messages - Daily YouTube - Check comments and questions - Every 2 days
10:00 - 10:30 AM	Schedule posts for the day
10:30 - 11:00 AM	Plan next week's content
1:00 - 2:00 PM	Create graphics and source images for content Create graphics in Canva or other design program Find images and store them in a central location
2:00 - 3:00 PM	Source User Generated Content & get permissions Facebook - Check tagged posts from followers - Comment and ask permission to use their content on your own social channels Instagram - Check tagged posts from followers - Comment and ask permission to use their content on your own social channels Pinterest - Search keywords (such as brand names) and repin them on your own boards. (No permission is needed on Pinterest)
3:00 - 3:30 PM	Check social media accounts for comments, questions and complaints that came in from the day
3:30 - 4:00 PM	Send social posts to stake holders for approval Tip: Double check all links before sending for approval and posting
4:00 PM - 5:00 PM	Update the Social Media Editorial Calendar & wrap up the day



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Element33 is passionate about small business — we're all about social media, digital marketing & strategy, and we love it. Find more at www.element33.com



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