

Social Media Content Calendar

Planning posts about #NCWine



Agenda – Social Media Content Calendar

- 🍇 What is it?
- 🍇 How can it help you?
- 🍇 What should it do?
- 🍇 How to get started?
- 🍇 What do you use?
- 🍇 What should your calendar include?
- 🍇 What are ideas for content?
- 🍇 Sample Calendars
- 🍇 Where to learn more?
- 🍇 Q & A

NC Wine Guys

Joe Brock

- 🍇 Native of Wilkes County, NC
- 🍇 IT Change Manager by day

Matt Kemberling

- 🍇 Originally from Upstate NY
- 🍇 Product Information Manager by day

- 🍇 Mooresville, NC is home.
- 🍇 Favorite wine is the one in our glasses!
- 🍇 Free Run, LLC is our consulting business specializing in helping the wine industry.

SOCIAL MEDIA CONTENT CALENDAR

What is it?

What is a Social Media Content Calendar?

- 🍇 A calendar for scheduling social content
- 🍇 Can include all social media and digital content including web sites / blogs
- 🍇 Can be paper or electronic



Time & Network	Type	Topic	Post	Link
Monday				
Blog				
Facebook				
Instagram				
Twitter				
Snapchat				
Tuesday				
Facebook				
Instagram				
Twitter				
Snapchat				
Wednesday				
Blog				
Facebook				

SOCIAL MEDIA CONTENT CALENDAR

How can it help you?

How can a Social Media Content Calendar help you?



Defines:

-  What content needs to be published
-  When the content needs to be published

Helps you keep up a consistent posting schedule

Saves time

Allows for easier tracking of performance

-  What works well?
-  What doesn't work well?

SOCIAL MEDIA CONTENT CALENDAR

What should it do?

What should a Social Media Content Calendar do?

- 🍇 Develop your social media / digital strategy
- 🍇 Allow you to consistently post high-quality and high-performing content
- 🍇 Save time
- 🍇 Organize the way you curate and create content - both original and repurposed



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SOCIAL MEDIA CONTENT CALENDAR

How do you get started?

How do you start building a Social Media Content Calendar?

Conduct a Social Media Audit

-  What platforms do you use?




-  Which are performing best?

-  Where is your traffic and engagement coming from?

[Social Media Audit](#)

How do you start building a Social Media Content Calendar?

Do a Content Audit

-  What content has worked well in the past?
-  What are others posting?
-  Can you reuse / repurpose older content?

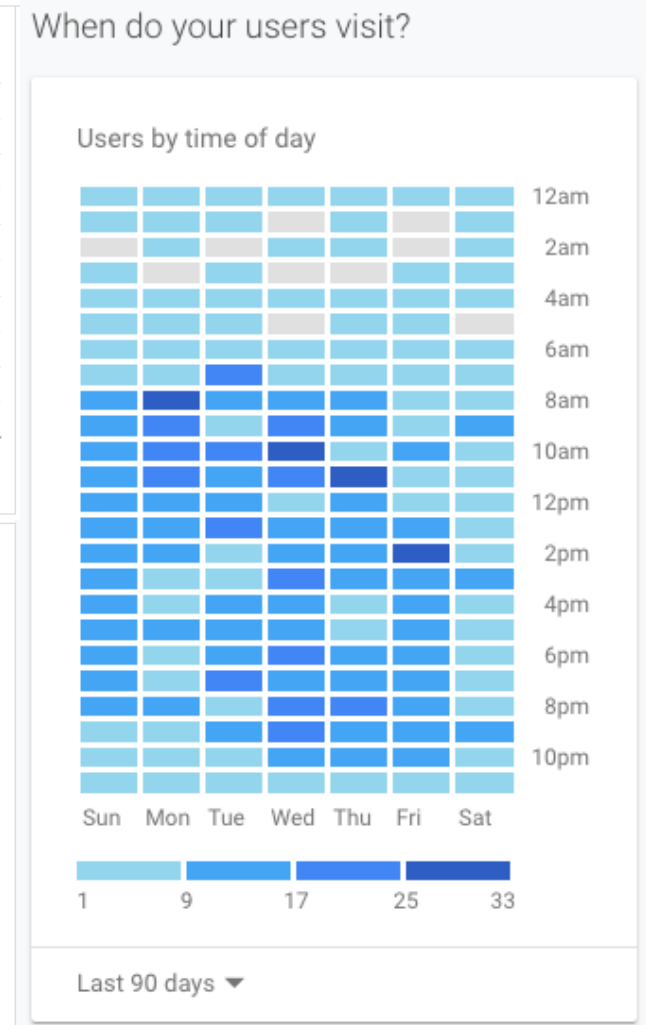
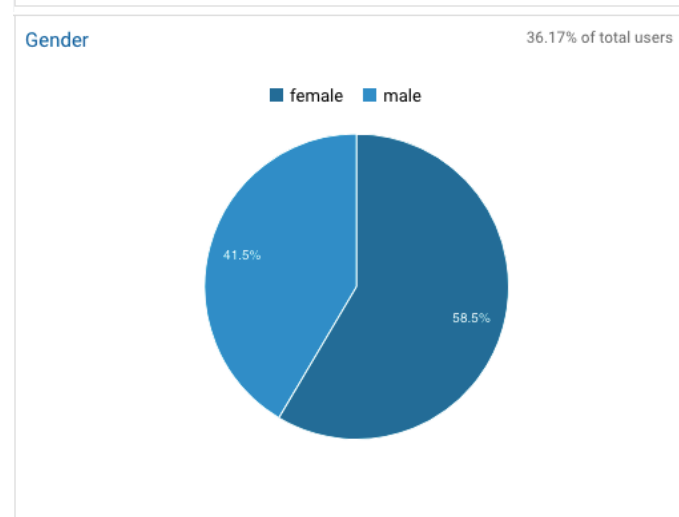
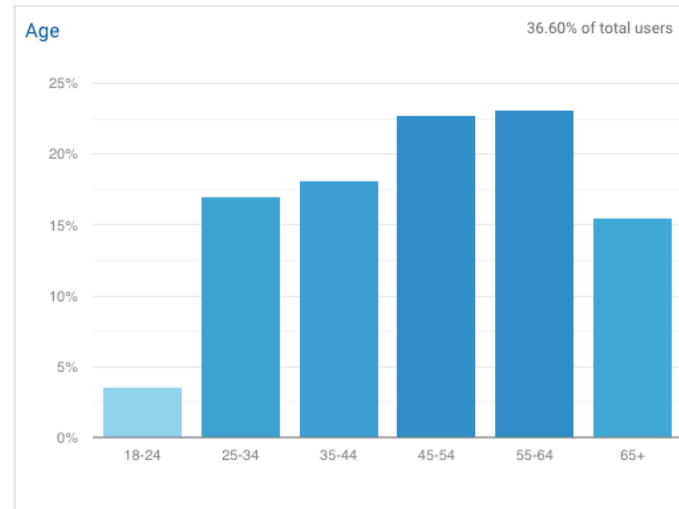
Name/ title	URL	Keyword	Author	Pub Date	Audit Category	Proposed Actions

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Content audit categories: Keep, improve, consolidate, delete or add

How do you start building a Social Media Content Calendar?

- 🍇 Analyze platform demographics
 - 🍇 Who is your audience?
 - 🍇 When are they most active?
 - 🍇 Utilize platform data
 - 🍇 Page Insights on Facebook
 - 🍇 Analytics on Twitter
 - 🍇 Insights on Instagram



How do you start building a Social Media Content Calendar?

🍇 Determine your posting frequency

🍇 Daily?

🍇 Weekly?

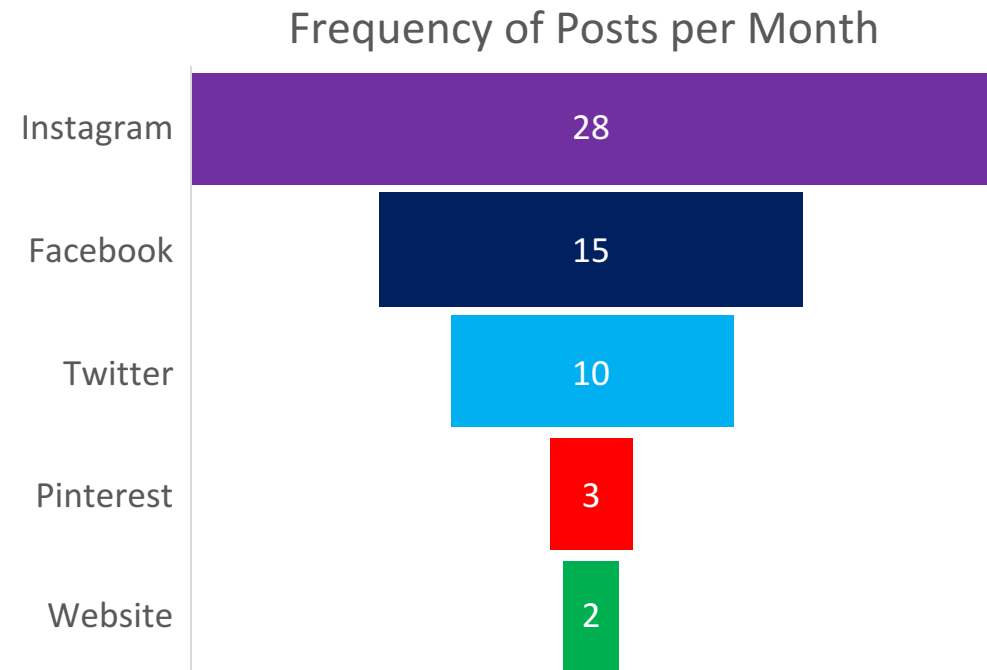
🍇 More during campaigns?

🍇 Determine your content types

🍇 Promotional

🍇 Curated

🍇 Follower-Generated




How do you start building a Social Media Content Calendar?

Decide on post types

 Images (Facebook, Instagram, and Twitter)

 Videos (Facebook, Instagram, and Twitter)

 Text (Twitter)

 Links (Facebook and Twitter)

Week 1	Sunday				Monday			
Channel	Content	Image Link	URL	Time	Content	Image Link	URL	Time
Facebook	A post ...							
Facebook								
Facebook								
Twitter								
Twitter								
Twitter								
Pinterest								
Pinterest								
Pinterest								
LinkedIn								

How do you start building a Social Media Content Calendar?



Set up a content repository

 Place to store all pieces of content

 Include:

 Title

 Content Type

 Link

 Dates

 Images / Videos



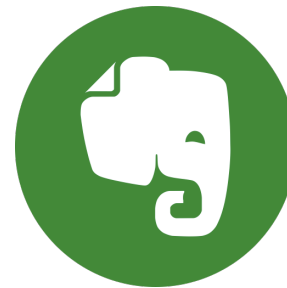
Input your content

SOCIAL MEDIA CONTENT CALENDAR

What do you use?

What can you use to document your Social Media Content Calendar?

- 🍇 Trello
- 🍇 Excel
- 🍇 Evernote
- 🍇 Google Drive
- 🍇 Notes on your smart phone / tablet
- 🍇 Folders / Files for storing Images and Videos



SOCIAL MEDIA CONTENT CALENDAR

What should your calendar include?

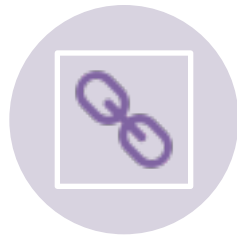
What should your Social Media Content Calendar include?



POST TITLE



CONTENT TYPE



LINKS



DATES/TIMES
FOR PUBLISHING



IMAGES /
VIDEOS

SOCIAL MEDIA CONTENT CALENDAR

What are ideas for content?

What post ideas can you include in your Social Media Content Calendar?

- 🍇 Events
- 🍇 Holidays
 - 🍇 National / International
 - 🍇 Wine
 - 🍇 Food
- 🍇 Wines / Wine Education
- 🍇 What's going on in the vineyard?



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SOCIAL MEDIA CONTENT CALENDAR

Sample Calendars

Sample Social Media Calendars

	A	B	C	D	E	F
1	SOCIAL NETWORK	DATE (MONTH/DAY/YEAR)	TIME (EST)	CONTENT TYPE	TOPIC	SOCIAL COPY (to be filled in 3 days before publishing)
2	WEEK 1: MONDAY	01/07/2019				
3	FACEBOOK		7:00 AM	NEW BLOG POST	Silent Video	Are you optimizing your social video for viewing without sound? You should be
4				CURATED CONTENT		
5				EVERGREEN BLOG POST		
6				LIVE VIDEO		
7				PROMOTION		
8	INSTAGRAM			STORY		
9				ORIGINAL IMAGE		
10				CURATED CONTENT		
11						
12	TWITTER			NEW BLOG POST		
13				EVERGREEN BLOG POST		
14				CHAT		
15				EVERGREEN BLOG POST		
16				VIDEO		
17						
18	LINKEDIN			NEW BLOG POST		
19				EVERGREEN BLOG POST		
20				EVERGREEN BLOG POST		
21				CURATED CONTENT		
22				VIDEO		
23						
24	WEEK 1: TUESDAY	01/08/2019				

A	B	C	D	
CONTENT PIECE	URL	IMAGE	NOTES	ACTION ITEMS
Posts				
Step-by-Step Blog + Social Media Plan	http://conversionminded.com/	flat lay work space	add SM Strategy cheat sheet to post	Create share images
How to Write Blog Posts That Sell			add Blog Business Plan to post	
How to Launch a New Brand			add BMB Workbook to post	
The Business Tools I Use Every Week			include affiliate links	
Products/Services				
Build My Brand Workbook	http://conversionminded.com/	build-my-brand-kit.jpg		update share images
Smart SM	https://conversionminded.com/	smart-sm-fb.png		Create sales page
Freebies				
Social Media Strategy Cheat Sheet	http://landingpage.com			Actual cheat sheet
Free Resources opt-in				Landing page

Social Media Calendar

File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive

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MONTH

A	B	C	D	E
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY
1	2	3	4	5
Facebook:	Facebook:	Facebook:	Facebook:	Facebook:
Twitter:	Twitter:	Twitter:	Twitter:	Twitter:
LinkedIn:	LinkedIn:	LinkedIn:	LinkedIn:	LinkedIn:
Instagram:	Instagram:	Instagram:	Instagram:	Instagram:
Pinterest:	Pinterest:	Pinterest:	Pinterest:	Pinterest:
YouTube:	YouTube:	YouTube:	YouTube:	YouTube:

Social Media: Week of 10/10-10/14

Facebook

Post about Facebook Ad Headlines Post

Add a card...

LinkedIn

Post about Hiring Marketing All-Stars Offer

Publish Blog Post Oct 14

Add a card...

Twitter

Post about #WorldTeacherDay

#INBOUND Tweetchat Oct 11

Add a card...


Instagram


Post about Instagram Advertising Offer Oct 13

Add a card...


Social Media Content Calendar Templates

Hootsuite:

 https://docs.google.com/spreadsheets/d/15gZCTtqDub7p6yejXbt07zRpG89_90FL8dl44t01Xzk/view#gid=0

 <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/#>

Microsoft Office:

 <https://templates.office.com/en-us/social-media-content-calendar-tm34312278>

Where to learn more?

- 🍇 <https://blog.hubspot.com/marketing/social-media-calendar-tools>
- 🍇 <https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>
- 🍇 <https://blog.hootsuite.com/how-to-create-a-social-media-content-calendar/>
- 🍇 <https://coschedule.com/blog/annual-social-media-content-calendar/>

QUESTIONS AND ANSWERS

Contact Us!



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