

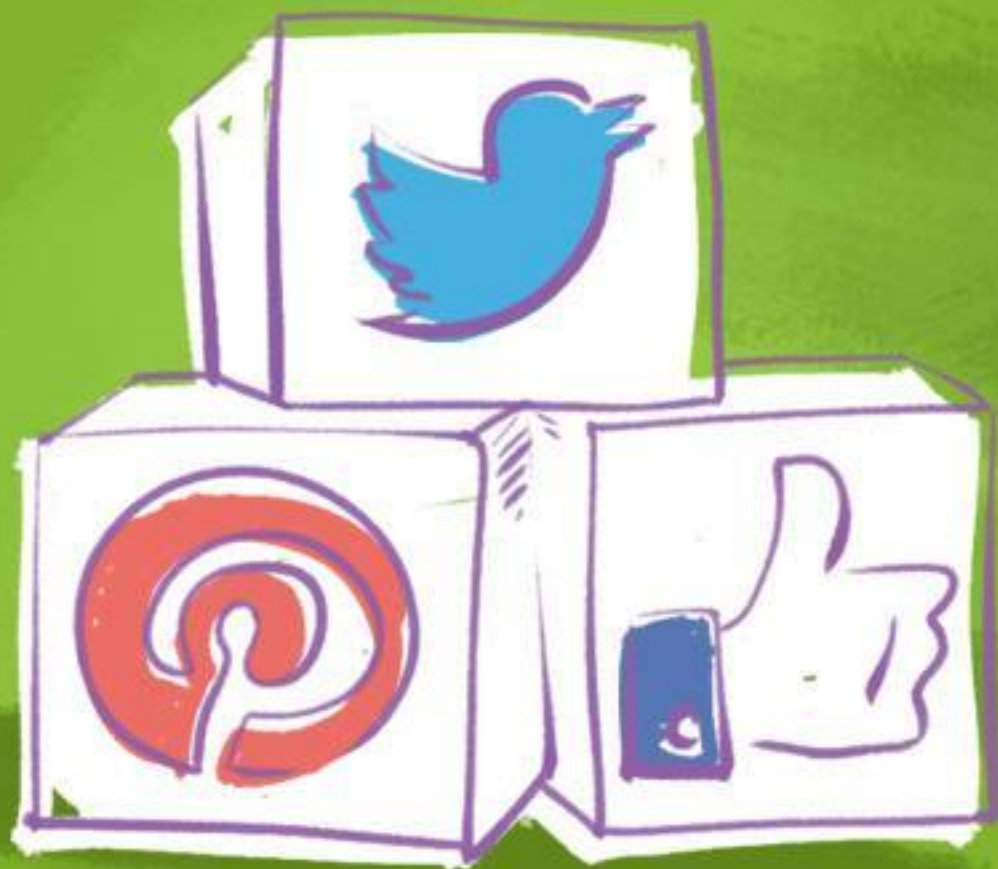
# How to Build a Dynamic Social Media Plan

Presented by J.W. Owens



A Perspective 101 Series





# HOW TO BUILD A DYNAMIC SOCIAL MEDIA PLAN

# YOU'RE IN THE RIGHT PLACE IF YOU WANT TO LEARN...

- Where to **Spend Your Time**
- How to Choose the **Right Channels**
- **Optimize** Your Social Networks
- **Best Kept Secrets** for Hot Content
- 7 Lessons to **Keep it Real**





# PLUS, Stick Around Until the End...

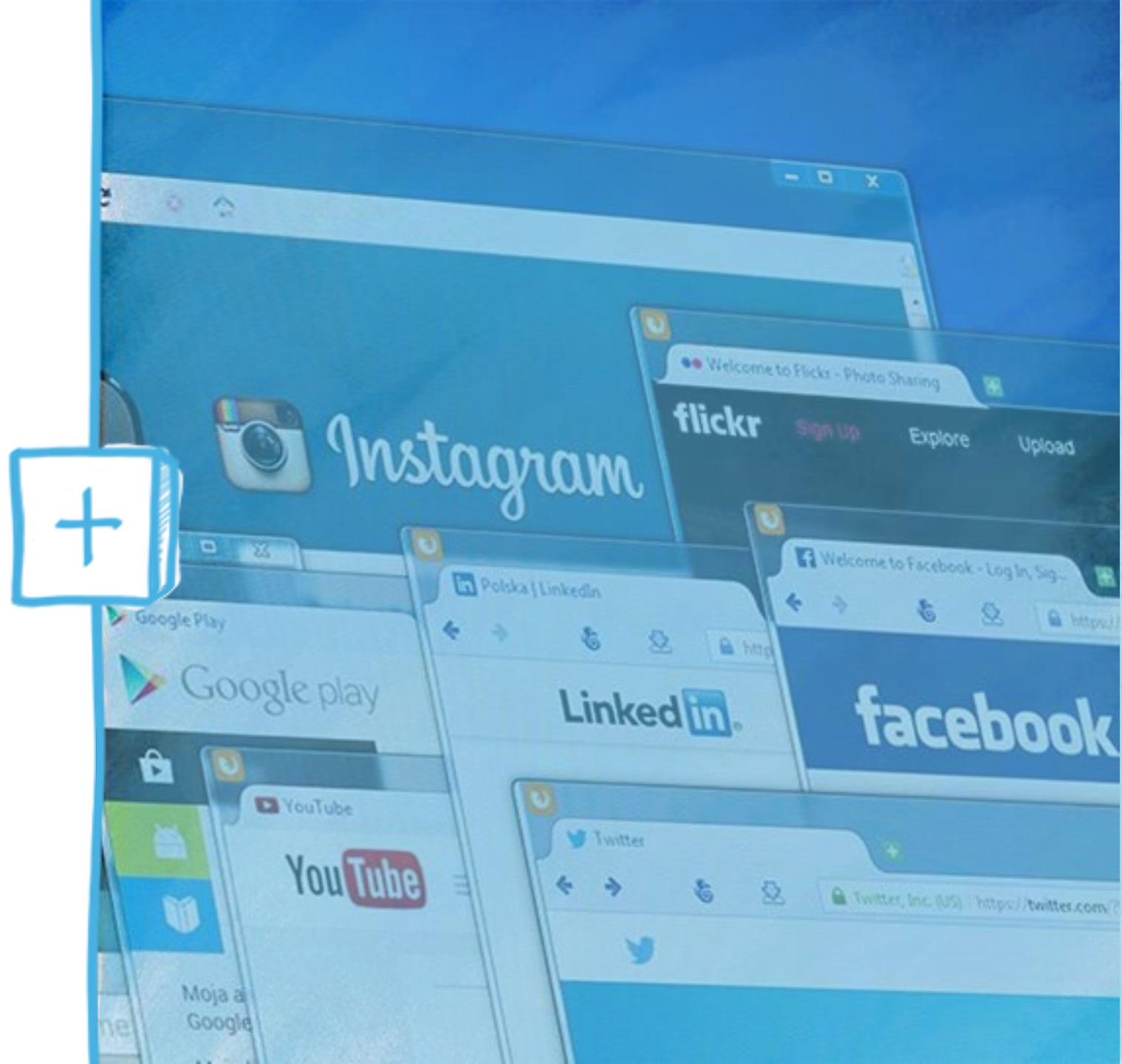
For a **FREE**  
surprise and  
an offer you  
can't refuse!





**65% of adults  
now use social  
networking  
sites – a nearly  
tenfold jump in  
the past  
decade.**

- Pew Research





# You Know You Need a Social Media Plan...

You just don't know  
where to begin.

Sound familiar?





# STEP 1: Run a Social Media Audit

Review how you're managing your online brand on **each social network.**





## 2. Gain Focus and Clarity

Why are you **using** each **social network** and how are they **supporting** your business?





# Abandoned Social Networks

Are there any  
**profiles you  
created and  
forgot about?**





# Goal Alignment

Look back at your goals...

Make sure each profile is in line with your **business goals and objectives.**





# Performance Evaluation

Compare your **current performance** to your performance a year ago.

Look at:

- Engagement
- Referral traffic
- Opportunity





# CHOOSE YOUR CHANNELS

4 QUESTIONS TO ASK YOURSELF



Q: What social network(s) is my audience actively using?

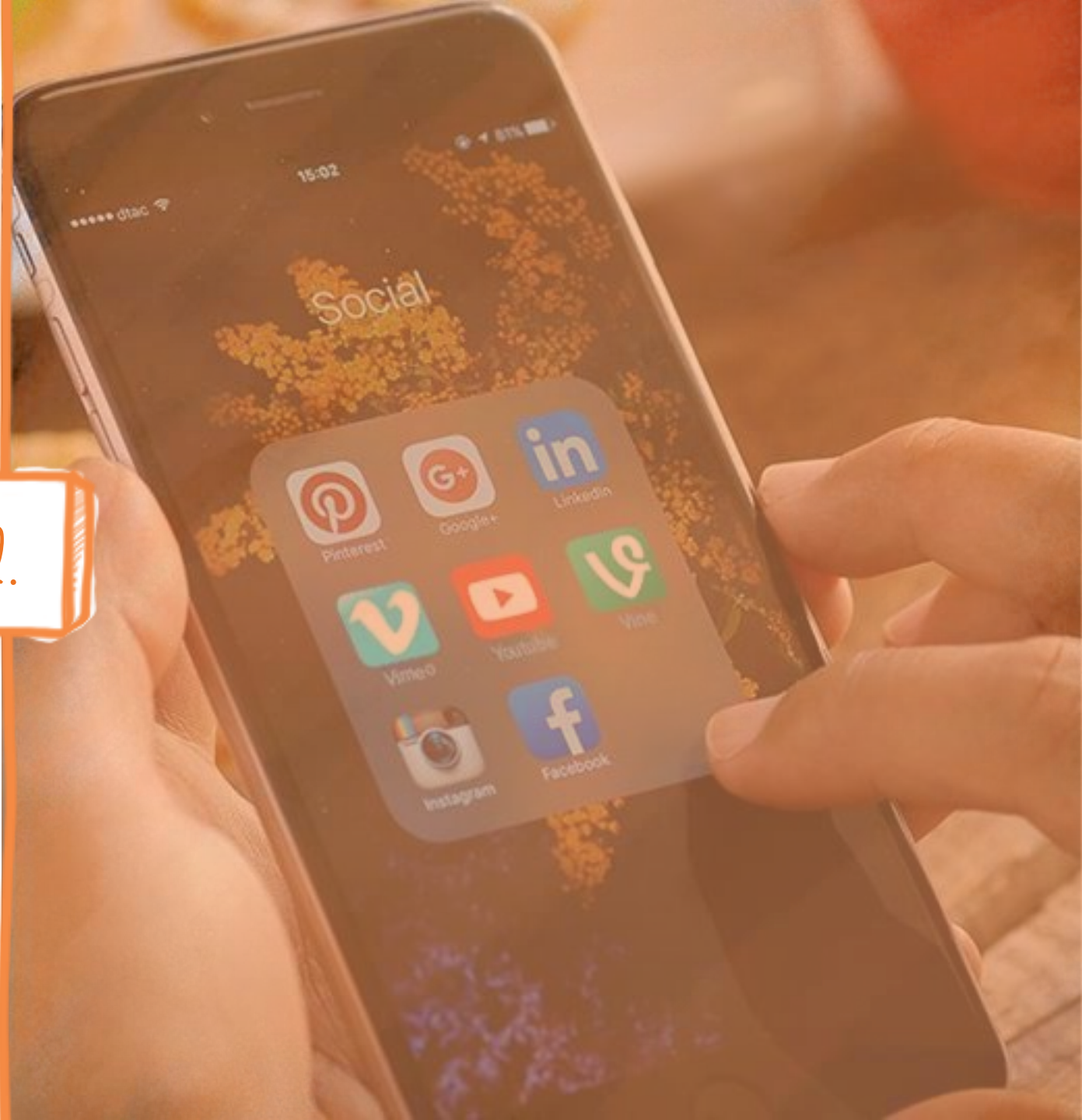
1.





Q: What platform(s) align with the **type of content I share?**

2.





**Q: What  
platform(s)  
are most  
appropriate  
for my  
industry?**

3.





Q: What  
platforms  
do I LIKE  
spending my  
time on?

4.





# Optimize Your Social Networks

- Make your content as shareable.
- Learn from what's been effective in the past.





# Facebook

The image shows a screenshot of a Facebook page for a business named 'Post Planner'. A hand-drawn blue box highlights the Facebook 'f' logo in the top left corner of the page. The page header features a green profile picture with the 'P' logo and the name 'Post Planner' with its URL. The left sidebar contains navigation links: Home, About, Photos, Events, and Features, along with a 'Create a Page' button. The main content area has a blue cover photo with the text 'LIGHT UP SOCIAL MEDIA' and a lightbulb graphic containing the 'P' logo. Below the cover photo are interaction buttons for 'Liked' and 'More'. The post area shows a status update from 'Post Planner' dated '3 hrs' ago, which includes text about social media strategies and a link to a live event. The right sidebar displays the 'App Page' section with a search bar, a list of likes, and an 'ABOUT' section with a video player and promotional text.

Post Planner  
postplanner

Home  
About  
Photos  
Events  
Features

Like  
Liked  
More

Use App

Status Photo / Video

Write something on this Page...

**Post Planner**  
3 hrs · 🌐

Stop guessing and wasting your time on networks and strategies that don't work!

Join [Rebekah Radice](#) and [Katie Lance Consulting](#) LIVE IN 90 MINUTES to learn how to optimize your social networks, the best kept secrets for hot content, top time management tools, and much more!

Grab your spot --> [pla.nr/dynamic-social-plan](http://pla.nr/dynamic-social-plan)

HOW TO BUILD A DYNAMIC SOCIAL MEDIA PLAN

post  
Post Planner makes it easy.  
DISCOVER SCHE  
TRIPLE your Engage  
Schedule VIRAL Facebo  
your Pages and BLOW U

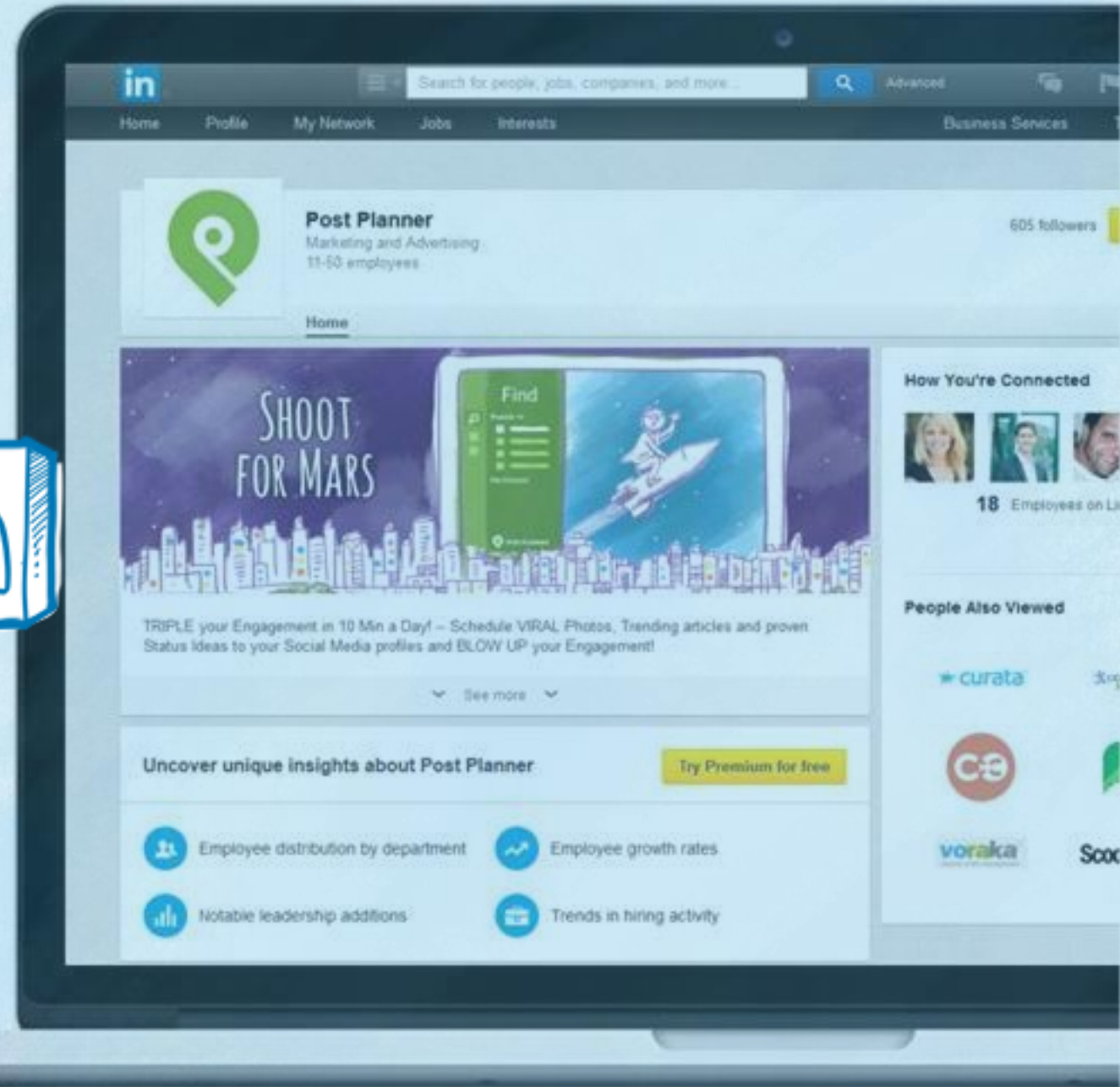


# Twitter





# LinkedIn





**BEST KEPT SECRETS FOR HOT CONTENT**



# Systems are key!

You need a **system** or  
your best laid plans -  
will always go astray!





Once you are clear on your **brand and message**, work on creating a **calendar**.





# Curate great content

Search **BuzzSumo** by topics that are '**most shared**' on Facebook or other social channels.





Post Planner's **“Find”** section is also a fantastic way to find and share **engaging content** that has already performed well.





**Have a system for creating content** and know what type of content you are going to create.

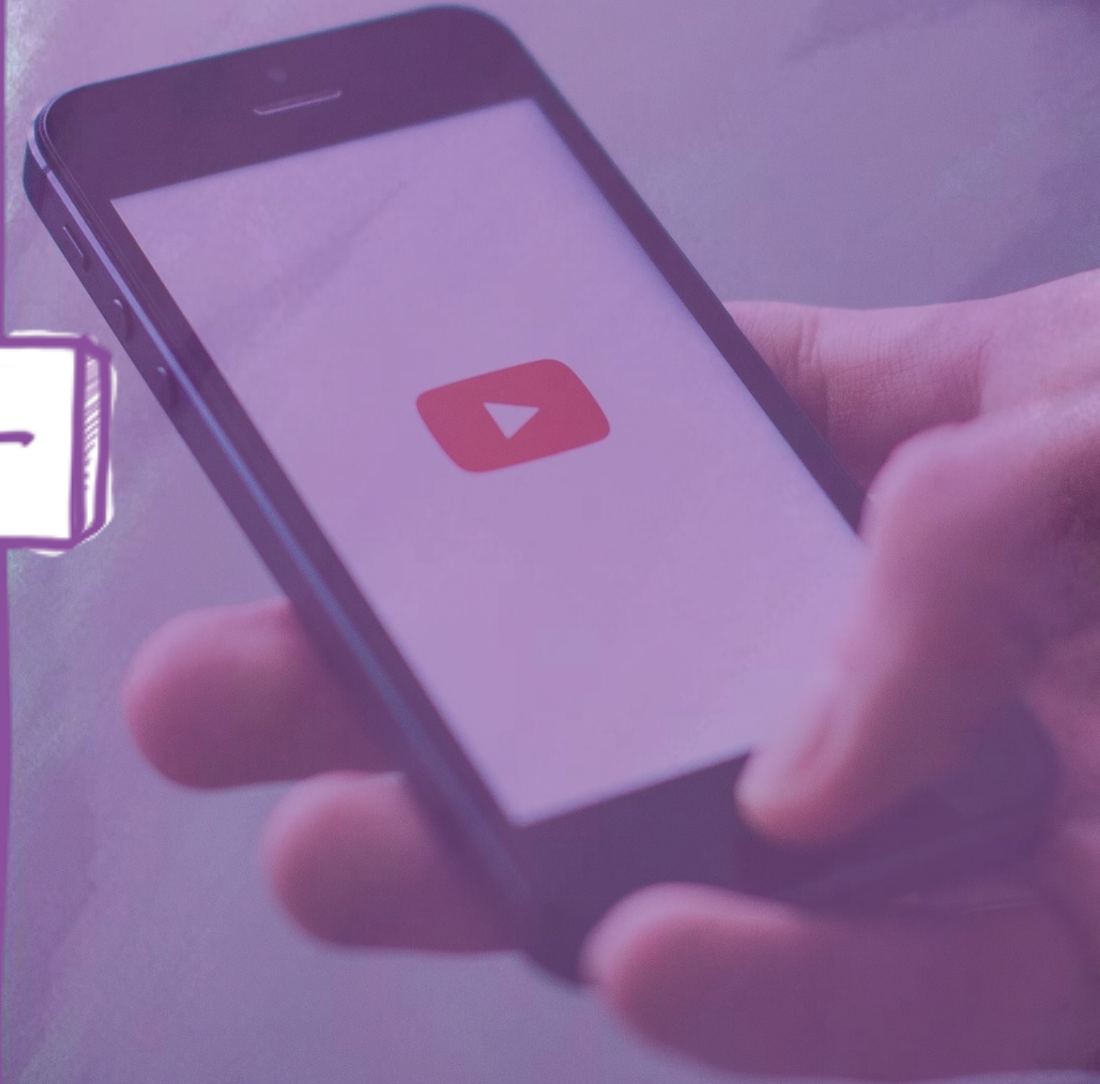
Created content could be:

- **Blog posts** - on your own site or another site like Medium or LinkedIn
- **Video** - DIY short videos or longer-form professionally edited videos





- **Live Video** - Periscope or Facebook Live are two top platforms to consider
- **Graphics** - Ideal for Instagram and other social networks, but will also be needed to promote other content (i.e. blogs, videos, live video, etc.)





To extend the life  
of your content and  
reach more people,  
consider  
**repurposing the  
content** on multiple  
platforms.





Create a **blog calendar** for the next 3 months - give your content a road map.





Decide **what day** you'll publish, **what content** you'll publish and, **when** you'll create this content.

**Be consistent.**





# Promote Your Content

**You are your own best promoter - so get the word out about your content!**





Social media is never, ever a **one-way, promotion-only** place to be.

When done right, social media is a **two-way street**.





# 10 LESSONS TO KEEP IT REAL



# Be a storyteller

Are there stories you can share? Think about how you could **tell those stories** in an authentic way through your blog, graphics or video?

1.





# Add humor and entertainment

You may not feel like you have funny things to create, but look for funny or **entertaining content** to share.

2.





# Don't be scared of offending someone

Have fun, have an  
opinion and embrace  
who you are!

3.





# Use emojis!

Emojis are effective  
in **email subject  
lines** and in your  
**social media posts.**

4.





Pay attention to what your clients are asking and provide value

For one week, **carry a notepad** and every time one of your clients ask you a question – **write it down.**

5.





# Evoke Emotions

Create **humanized content** that hits close to home and evokes emotions.

6.





# It's all about the experience

Instead of getting caught up in the “click here” or “buy this”, you should be thinking about **sharing an experience.**

1.





# Time Management Tools

Time is your most  
**precious resource.**

Use the right tools to make  
effective use of your time!

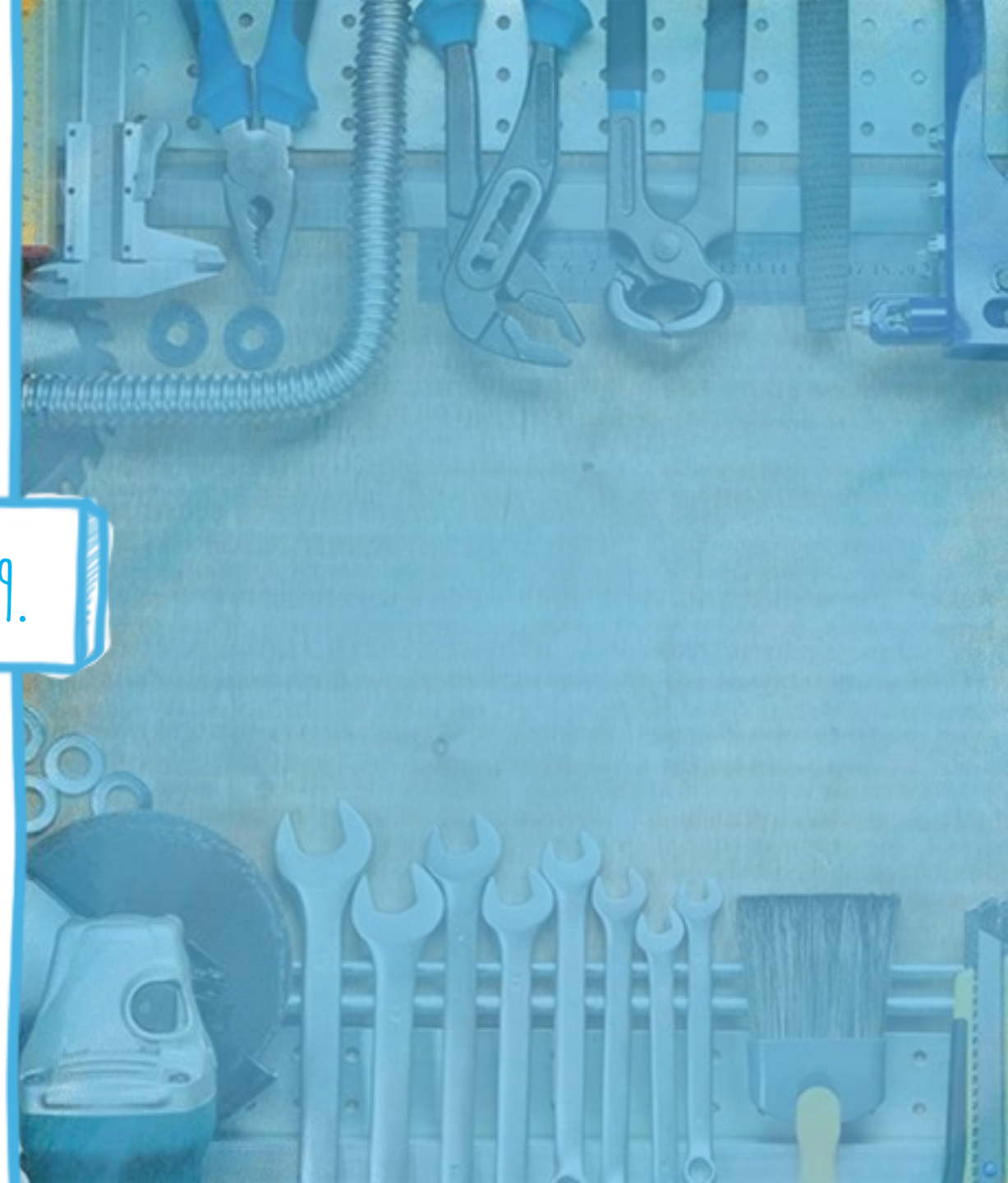
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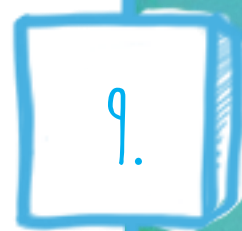
- Use **Facebook Insights**  
– reach people at the right time.
- **Facebook Pages Manager app** for managing Facebook Page notifications.
- [Mention.net](#)
- [SocialMention.com](#)
- [Google Alerts](#)

9.





- Twitter lists for curating content.
- **A notepad** for jotting down ideas down during the day.
- **A clock!** Seriously though – being very cognizant how much time you have is key!





4

STEPS TO BUILDING A GREAT  
CONTENT CALENDAR



## Brainstorm content that fits your brand and niche

- Do you have an **online brand persona**? (are you casual or serious? fun or professional?)
- What **issues** do your customers need addressed?

1.



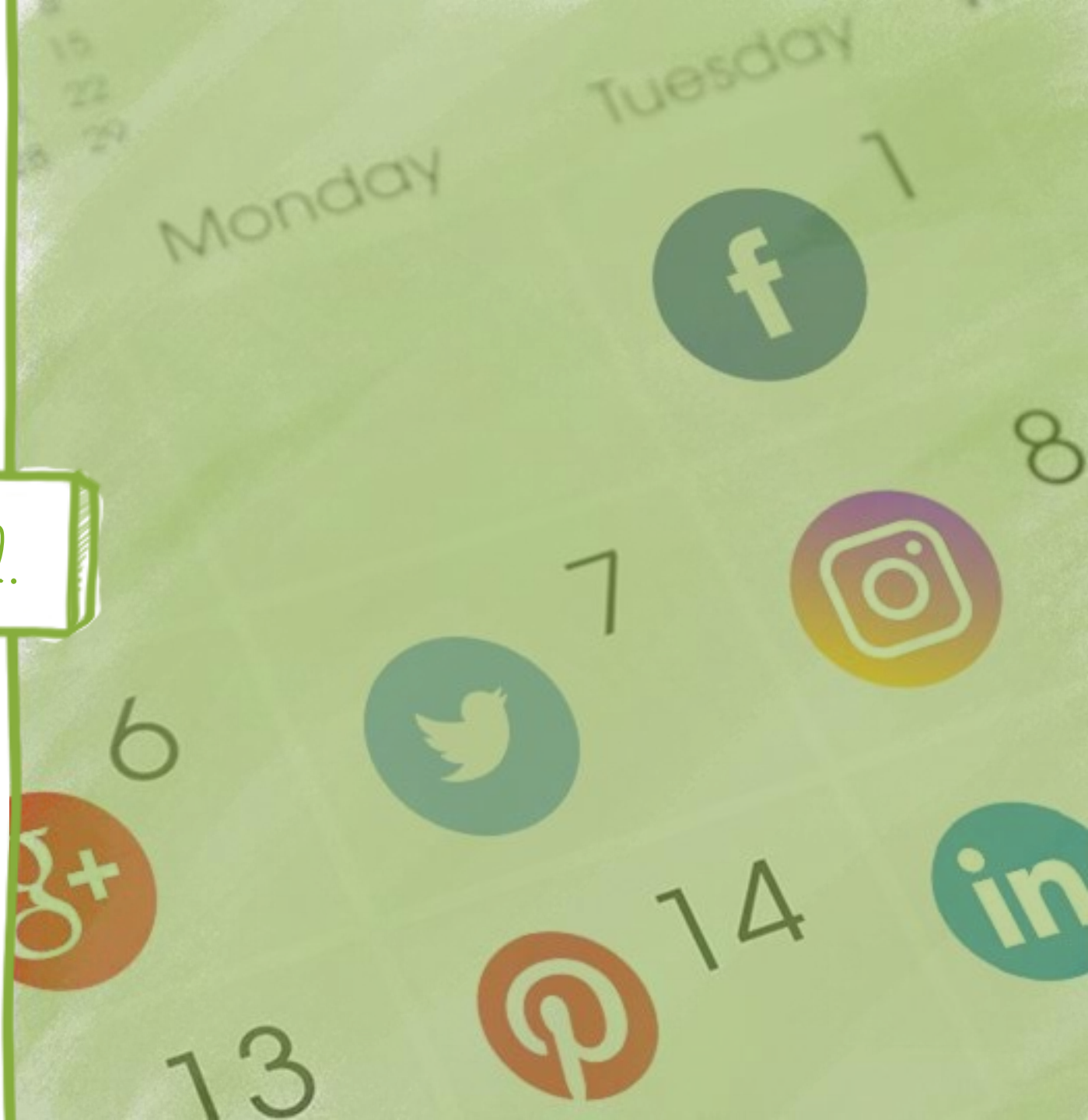


# Create a Calendar

- Schedule content for social media 2-4 weeks in advance.
- **Large events** can be scheduled as soon as you've locked down a date.

\*<https://katielance.com/contentgrid>

2.





# Test Content

- Does my content match my content marketing brand profile?
- Is it interesting and engaging?
- Does my content encourage Facebook Likes, shares and comments?

3.





# Keep an Eye on Your Surroundings

- Check on **current trends** to take advantage of news stories.
- Watch your **content analytics**.
- Watch the movements of your **competitors**.

4.





# TRACKING AND MEASURING YOUR RETURN

Every business on social media needs to find or develop a strategy to measure their social media return on investment (ROI). ROI is proof that the marketing efforts are effective.



# Set Goals

Set your **goals and objectives** so you know what factors you need to measure on social.

1.





# Track Campaigns

As a part of your social media marketing, you will need to keep track of the costs, time spent, etc., as well as the campaigns and activities you launch.

2.





# Report Findings

**Report your results**  
and determine the  
appropriate  
timeframe for the  
reporting (weekly,  
monthly, yearly, etc).

3.





# Review Results and Reset Goals

When you have the stats from your campaign, you can **calculate your ROI.**

Use these findings to set **new goals and objectives.**





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# How to Create Your Facebook Strategy

FREE Download:

Secrets to BOOST  
growth and engagement  
**by 193%**



<http://bitly.com/fbgrowthplan>

# THANK YOU!

Login to [love.postplanner.com](https://love.postplanner.com) for  
your **FREE** access to Post Planner!



**POST PLANNER**