



Create a
plan

Content buckets

ENTERTAINMENT

- Memes
- Jokes
- Funny Holidays
- Video
- Contest
- Giveaways

INSPIRATION

- Quotes
- Trivia
- Facts
- Photos
- Video

EDUCATION

- Blog Post
- Research
- Resources
- Industry News
- Tips
- Case Studies
- Video Training
- FAQ

CONVERSATION

- Polls
- "Caption this"
- Questions
- Ask for advice
- Fill in the blank

CONNECTION

- Behind The Scene
- Your Story
- Fun Fact
- Previews
- Process

PROMOTION

- Newsletter
- Services
- Event
- CD
- Premiere
- Commission

Posting schedule

MOTIVATIONAL QUOTE	BLOG POST	MEME	POLL	NEWSLETTER	BTS	TEXT QUOTE
MOTIVATIONAL VIDEO	RESOURCE	FUNNY HOLIDAY	CAPTION THIS	REVIEW	YOUR STORY	QUESTION
INSPIRATIONAL QUOTE	RESEARCH	JOKE	QUESTION	TESTIMONIAL	FUN FACT	MEME
MOTIVATIONAL VIDEO	BLOG POST	TRIVIA QUESTION	FILL IN THE BLANK	FOLLOW ME ON ...	RECENT BOOK YOU READ	HUMOR
INSPIRATIONAL VIDEO	NEWS	MEME	POLL	PRODUCT OR SERVICE	A DAY IN THE LIFE OF ...	CAPTION THIS



Posting frequency

Facebook

Post 1-3 times p.day.



Instagram

Feed: 3 times p. week
Stories: multiple times p.day



Twitter

Multiple times p.day.



YouTube

The key is consistency.



Let's pull it all together



NOVEMBER 2020

S	M	T	W	T	F	S
					1 Newsletter	2 Wānanga
3	4 Newsletter Video	5 Blog Article Video	6 National Saxophone Day	7 Video	8 Blog Article	9
10	11 Newsletter Video	12 Video	13 Video	14 Video	15 Newsletter	16
17	18 Newsletter	19 Blog Article	20	21	22 Blog Article	23
24	25 Newsletter Video	26 Video	27 Video	28 Video	29 Black Friday	30 SBS

NOTES

Plan your content

1. Public holidays
2. National Day
3. Events
4. Promotions
5. Fill in the blanks (create)



Homework

Use the blank calendar sheet in your workbook to plan your content and posting strategy for each social media channels.

