



social media strategy



This document serves as a guide for you to build and create your own social media strategy making sure that your brand comes through in every single point of contact with your audience. Use it with your Brand Brief so that you can have more clarity on how to communicate with your audience and the specific types of content you want to create in order to build engagement.

fpabi

blogging for business

POSITION YOURSELF AS AN EXPERT

Creating content at least once a week (if possible), can make you a great go-to person in your industry. If you're covering different topics within your niche, you become known as an expert in your field. It's SUPER IMPORTANT that you keep the focus of your blog related to your industry. Yes, share personal stories, but only if you can relate them to your line of business. This is especially effective if blogging isn't very typical in your field. Showing off what you know before sending them your offer helps leads make the decision.

HELPS ATTRACT THE RIGHT CLIENTS

One great thing that blogging does is help attract the right clients. Your online presence will help you draw in the right sorts of clients because they can see if you're a right match for each other. It serves as a filter of sorts.

BLOG TOPIC IDEAS

- Why you should be _____ you your*
- Why a _____ is crucial to your _____*
- 3 _____ that make it easy to _____*
- The one tool _____ you're definitely*
- Why I haven't _____ in _____*
- How to _____ without _____*
- 5 steps you need to follow to _____*
- What you need to know about _____*

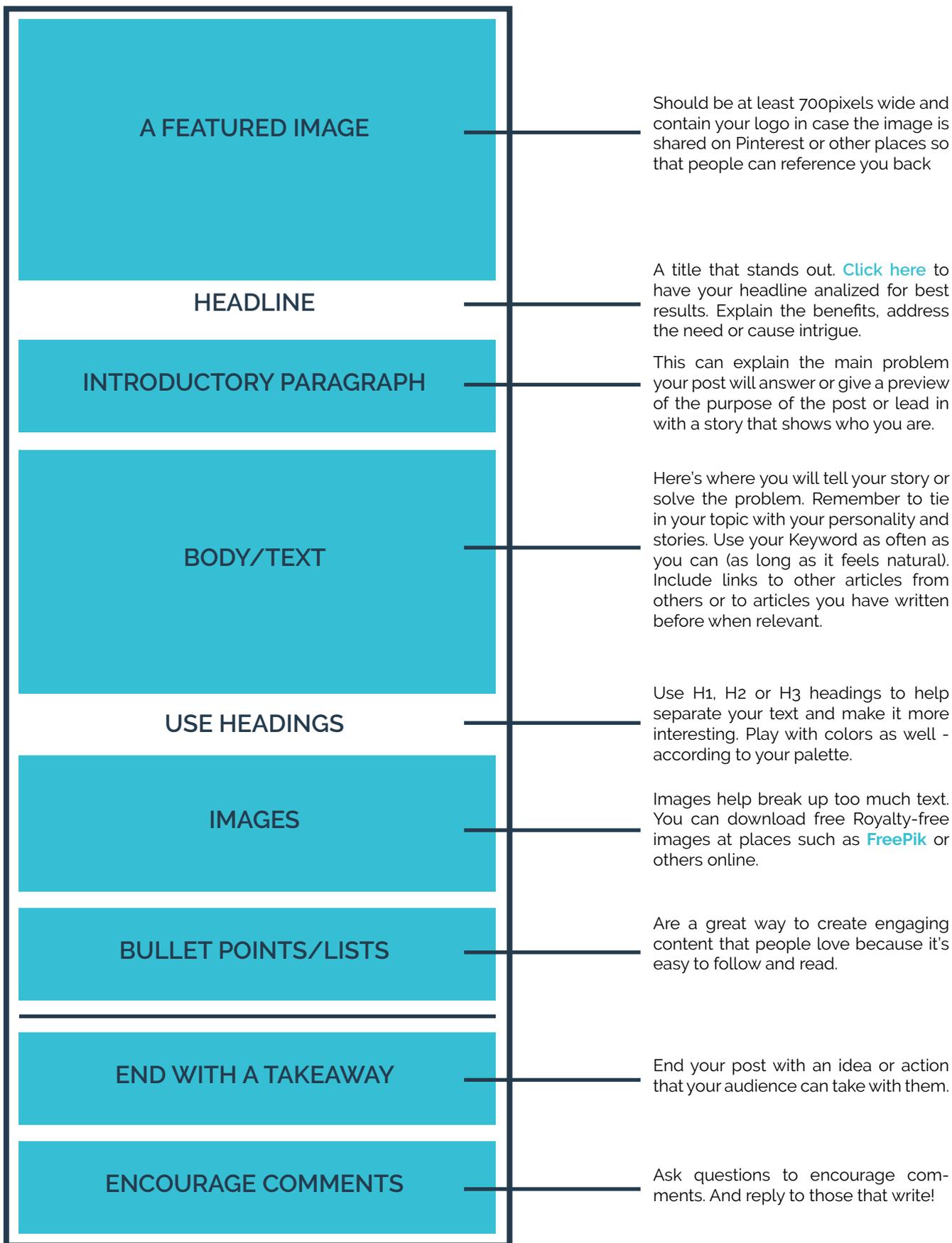
things to do:

BEFORE YOU PUBLISH

- 1. Create a clear title*
- 2. Include descriptive keywords in your title (if it applies)*
- 3. Include keywords in your post*
- 4. Grammar + Spelling check*
- 5. Make sure it's easy to read*
- 6. Read the post out loud to see how it flows*
- 7. Check that your links are working*
- 8. Add a featured image*
- 9. Add categories*
- 10. Optimize SEO with Yoast*
- 11. Create an easy permalink*
- 12. Make sure your post is aligned with your brand personality + style*

AFTER YOU PUBLISH

- 1. Share the link to your social media accounts*
- 2. Respond to any comments that may come through*
- 3. Keep track of traffic to see which topics are working best*
- 4. Tweet or email anyone you might have mentioned in your post*
- 5. Determine if the post can be expanded into a series of posts*
- 6. Thank the people that share the post*



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Social Media is a great place in which you can promote your brand (mostly) for free. The most important thing is to stay consistent with what you are doing.

YOUR PROFILE BIO

Your bio on your business social media accounts should all be the same and tie in together with what you do. It should start with a pain point that grabs the attention of your ideal client. Then, it should present a solution to their problem and it should also inspire trust. Finally, it's really important that you give followers a call to action like inviting them to download your freebie or read your latest blog post.

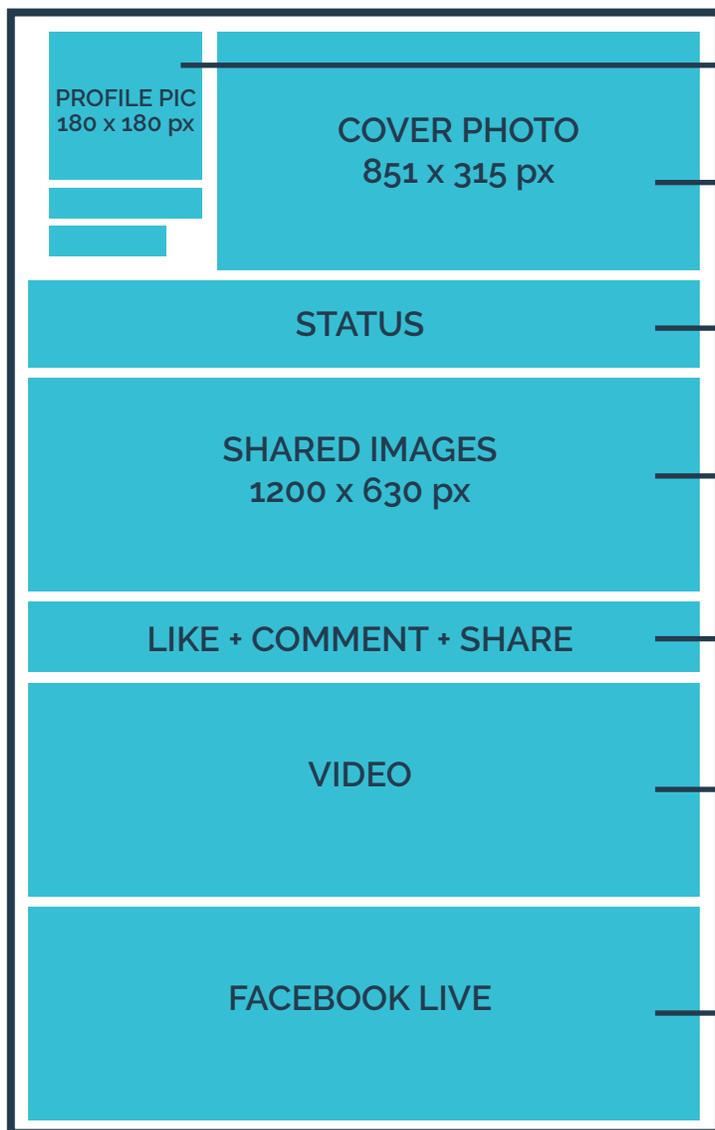
Example:

Do you struggle with [TOPIC]? Well, I can help. Go to [CALL TO ACTION]

Here's mine: Creating unique brands that attract | Want to build a successful brand? Download the free guide

YOUR PROFILE PIC

Your profile pic should be THE SAME on every single platform. Depending on the nature of your business, it should either be the icon I have created for you or a picture of you that shows personality and style.



Depending on your type of business, your profile pic should either be your logo icon or a photo of your face.

Your cover photo should be related to your brand and contain your logo.

Provide information for your fans, but hold back on giving it all in order to encourage people to click on your links. Facebook cuts off text on mobile after 3 lines, so keep it short.

Whenever you're going to share images, the ideal size is at least 1200 x 630 px. It will appear on your feed as 470 px wide, but once people open it, they will see the whole image.

Make sure that you're engaging with your audience by answering their questions or replying to their comments. This builds your community and improves your relationship.

Video is prioritized in the news feed right now. So, uploading your video content directly to Facebook has a better chance of being viewed than sharing YouTube videos.

Facebook Live has taken off recently with a ton of brands using it as part of their strategies. Use this tool to your advantage. It's a great way to promote and engage with your audience.

WHEN TO POST

Best days: Sunday, Thursday, Friday and Saturday

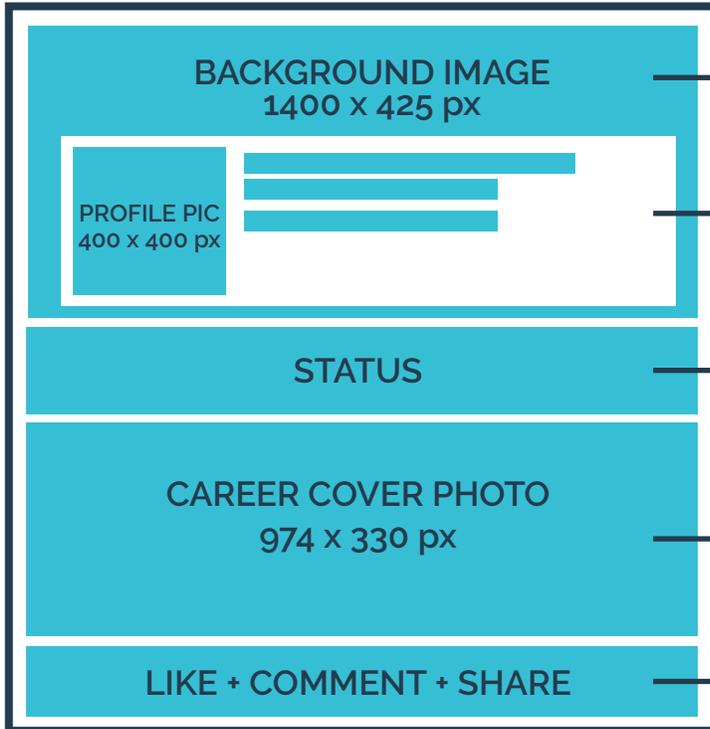
Best times: 9 am, 1 pm, 3 pm

HOW MUCH TO POST

Post 2-3 times a day. Ideally, you want to share 1 content that comes from you and 2 things that come from others, but would be of interest to your audience.

WHAT TO POST

Articles, showcasing your work, videos



Your cover photo should be related to your brand, but keep it simple as it goes behind your profile information.

Depending on your type of business, your profile pic should either be your logo icon or a photo of your face. In your description, add info that's short and interesting.

Make sure your post is informative and attention grabbing. Aim for around 50 characters and include a question to engage your audience.

You can place a banner at the top of the page that has a bigger image than the rest on LinkedIn. Upload an image related to your brand.

Make sure that you're engaging with your audience by answering their questions or replying to their comments. This builds your community and improves your relationship.

WHEN TO POST

Best days: Tuesday, Wednesday, and Thursday

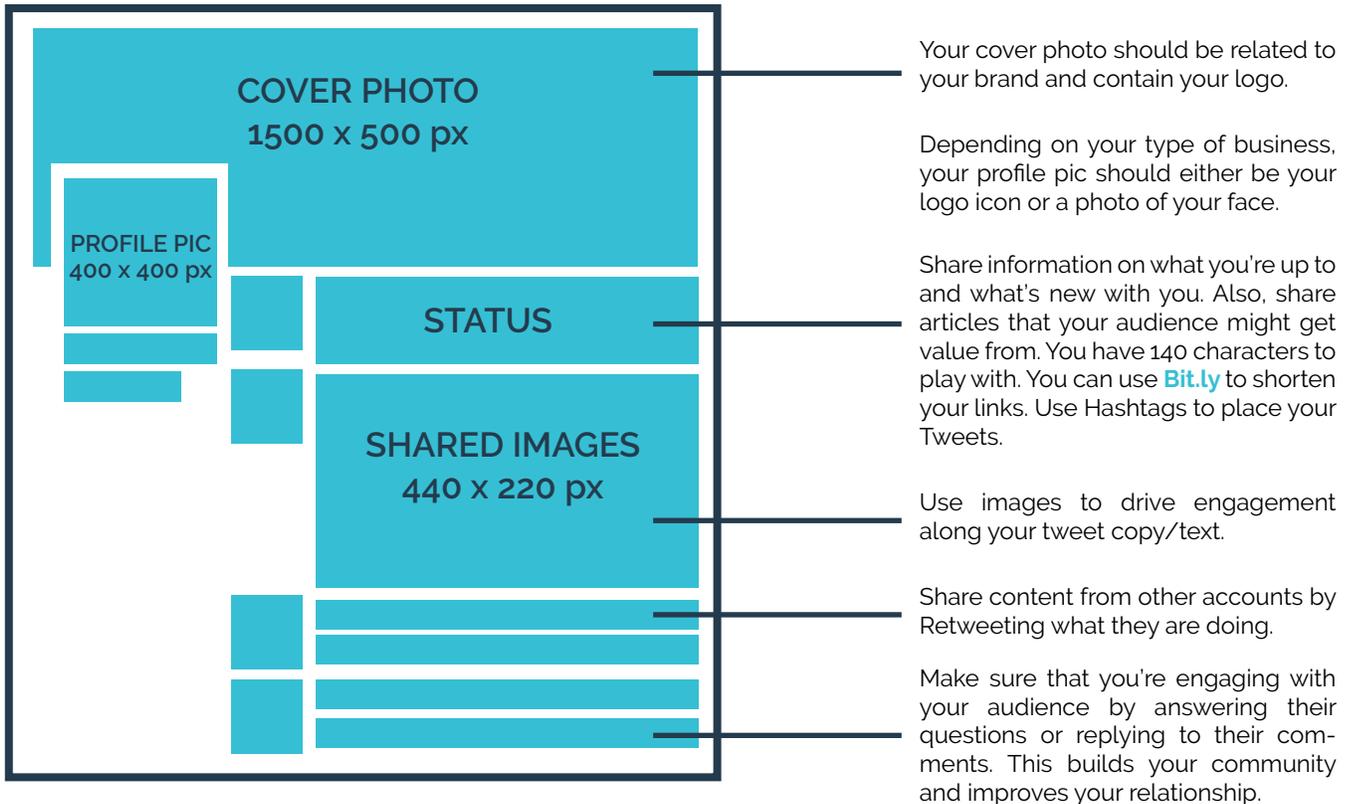
Best times: 7-8 am, 12 pm, 5-6 pm

HOW MUCH TO POST

1-2 times a day if possible. Otherwise, just try to post at least once a week, sharing your articles and other content as well.

WHAT TO POST

Articles related to your industry



WHEN TO POST

Best days: Wednesdays

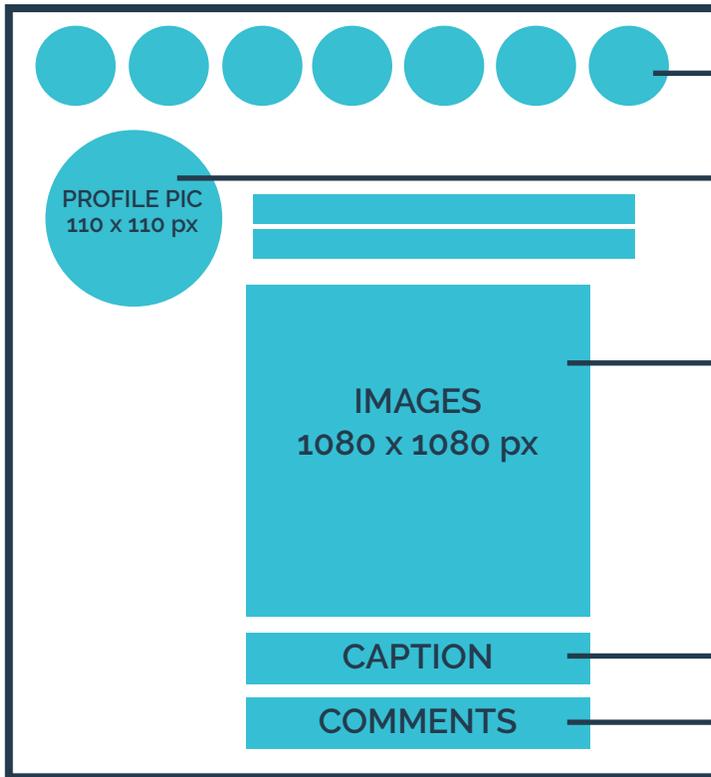
Best times: 12 pm, 3 pm, 5-6 pm

HOW MUCH TO POST

5-10 times a day. This can all be preprogrammed in places such as Buffer. You should share 3 Tweets from you and the rest Retweets or articles from others.

WHAT TO POST

Articles, personal shares



Instagram Stories and Live videos are taking off! Use them to your advantage

Depending on your type of business, your profile pic should either be your logo icon or a photo of your face.

Users are looking for beautiful photos related to your brand and what you're doing. Play with filters to help you enhance images. Use Apps such as Over or Canva to put your logo in your image, but don't overdo it, people on Instagram don't go crazy for overly branded images.

Use captions that are relevant to your brand and the image you are sharing. When possible, include a Call to Action to drive engagement.

Go to [Display Purposes](#) to find the best, most relevant Hashtags for your industry.

Make sure that you're engaging with your audience by answering their questions or replying to their comments. This builds your community and improves your relationship.

WHEN TO POST

Best days: Everyday

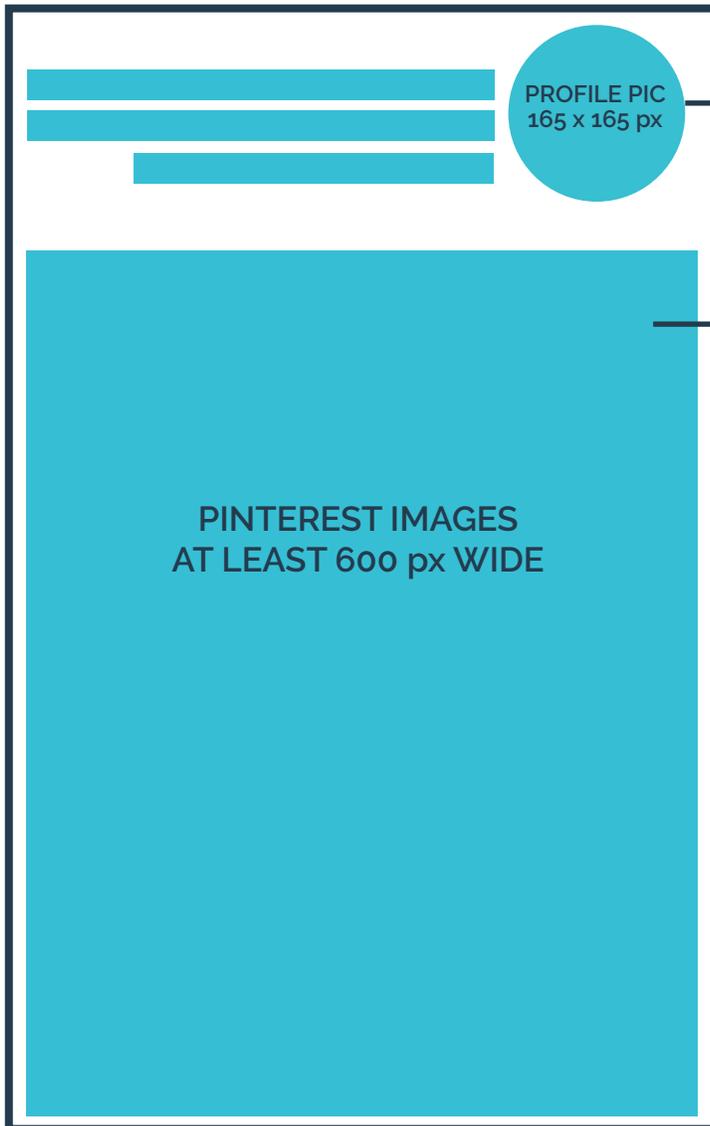
Best times: 8-9 am, 5 pm, 2 am

HOW MUCH TO POST

Aim for once a day. If you're really trying to build followers on Instagram, you can post more than once a day. Also, try to use Instagram stories as often as you can.

WHAT TO POST

Photos, workplace, clients, quotes, tips



Depending on your type of business, your profile pic should either be your logo icon or a photo of your face.

Pin vertical images to your boards. These types of images generate more engagement than any other size. Make sure that the image is colorful and contains your logo at the bottom. Pinterest doesn't use hashtags, but rather, very descriptive text that falls into keywords. Make sure there's a call to action in the text.

Create a variety of boards related to your industry and repin different articles that fall within each of the categories. This helps build your brand by giving value to your followers.

WHEN TO POST

Best days: Everyday

Best times: 2 am, 2 pm, 9 pm

HOW MUCH TO POST

Aim to pin as many as 50 articles daily. You can set this up through **Boardbooster** by pre-programming them quickly. It will save you a lot of time!

WHAT TO POST

Articles, inspirational quotes, portfolio

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MONTHLY ACTIONS

Set aside a monthly calendar where you can determine a theme for the week that fits your niche. Start brainstorming ideas to post within those themes.

WEEKLY ACTIONS

Research articles that fit within your theme for that week and schedule articles you found as well as your own content and make sure you engage with your community.

WHEN TO POST

The best way to know the times is to research your own analytics. You can do this in places like Tweriod for Twitter times, Iconosquare for Instagram and Hootsuite for Facebook.

HOW OFTEN

Start slow and add on as you go. The most important thing is to keep adding quality over quantity. Here are some ideas to begin.

TWITTER: 3 TIMES A DAY | INSTAGRAM: 1 TIME A TIME | FACEBOOK 1 TIME A DAY

WHAT TO POST

You want to post a mix between your own content and other's content as well. Blog posts, quotes, beliefs, articles, motivational quotes, sneak peeks, helpful tips and more.



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