

Social Media Playbook

Brainstorm & Organize Your Ideas, Messages, and Themes To Create Powerful Content!

Do you know what you are posting, sharing or blogging next Tuesday? How about Thursday?

The **who, what, when, where,** and **how** of planning your social content isn't always easy. First, you have to decide on topics, then determine who will author it, figure out which of the dozen or so platforms it should be published to. Will you add visual content? Keywords, categories, and tags? Does it lend itself to a video? Slideshare? Infographic? E-book? Is your head spinning yet?!

We're here to help! Using the following organizational worksheets, your team will be able to put topics and ideas to pen and paper, organize them for future writing and publication, and find content resources in every corner of your company.

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Get in the Zone

WHAT To Talk About on Social Media

Brainstorm topics with people in every department of your company. Pass out copies of this worksheet to your colleagues, and challenge them to jot down ideas, conversation starters, events – anything within your organization that your audience would be interested in seeing or hearing about that helps to tell your brand story. The best content can come from the most unexpected places!

PRO TIP:

Where to find content inside your company:

- Company news
- Messages from the President or CEO
- New product, location, service
- Awards, honors, accolades
- Industry trends
- Employee's sharing tips and "tricks of the trade"
- Seasonal news
- How-to instructions and videos

Remember: It's not all about posting and sharing... listening and responding is just as important!

Get In The Zone!
What would you like to share with your audience that would help build a strong brand story?

Trending Topics In Our Industry

Upcoming Events

Articles We Liked

Video Ideas

"Behind-the-Scenes" Ideas

"How-To" Ideas

People We Could Interview

Educational Topics

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Monthly Themes

A Year of Social Media Themes

Need inspiration? It's always easier to throw a party when you have a theme!

Developing content isn't much different. Gather your team, a white board, and maybe a few key customers and start sorting through topics and trends your industry's experiencing, and your audience is interested in. See any patterns? Put them into "buckets" and develop over-arching themes for each month.

PRO TIP:

- What is a social media monthly theme? Taking your organizations core story, combining it with your target audience, and developing specific "sub-stories" and messaging to enlighten, engage, entertain, and educate your target audience.
- Monthly themes for your social media marketing will give you a foundation that will help build a loyal community and following. Not only will it guide you to strategically develop and publish original content, it will help you research, curate and share other relevant and quality content.
- In determining whether a theme is worthy, ask the following questions:
 - Will we be able to provide topics of insight, help and educational information that support this theme?
 - Can this theme support conversations about our core competencies, services, or products without creating a sales-like environment?
 - Are there issues or topics within this theme that our target audience is concerned with?

The image shows a calendar template titled "Monthly Social Media Content Themes". The calendar is a grid with 12 columns representing the months of the year: JAN, FEB, MAR, APRIL, MAY, JUN, JUL, AUG, SEP, OCT, NOV, and DEC. The months are arranged in a 3x4 grid. The top row contains JAN, FEB, MAR, and APRIL. The middle row contains MAY, JUN, JUL, and AUG. The bottom row contains SEP, OCT, NOV, and DEC. The calendar is tilted slightly to the right. In the top right corner, there is a field labeled "Year:" followed by a blank line for writing the year.

Monthly Social Media Content Themes

Year: _____

JAN

FEB

MAR

APRIL

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC

Content Developer

HOW To Plan Your Social Media Content

Choose topics from your “Get In The Zone” worksheet and add detail as you work through the process of “who, where, and how” you’ll share the content. Turn each row into an assignment for full content development by the assigned author.

Content Developer: HOW To Plan Your Social Media Content								
TOPIC	TITLE	PLATFORM*	AUTHOR	LINKS/SOURCES	CALL-TO-ACTION	ADD'L MEDIA: Image, Video, Slide Share, Infographic, Landing Page, Microsite	SUGGESTED KEYWORDS	CATEGORIES/TAGS

*Social Platforms Key: (F) (T) (L) (G+) (YT) (P) (B) (V) (SS) (FS)

PRO TIP:

10 ideas to turn into fun social content:

- 1 – Behind-the-scenes company tours
- 2 – FAQs
- 3 – Statistics
- 4 – Polls and surveys
- 5 – Pro tips and advice
- 6 – Inspirational quotes
- 7 – “What’s on my desk?”
- 8 – Image of the day (picture taken inside your company)
- 9 – Case studies
- 10 – Share apps and downloads that will help your customers

Content Developer: HOW To Plan Your Social Media Content

TOPIC	TITLE	PLATFORM*	AUTHOR	LINKS/SOURCES	CALL-TO-ACTION	ADD'L MEDIA: Image, Video, Slide Share, Infographic, Landing Page, Microsite	SUGGESTED KEYWORDS	CATEGORIES/TAGS

*Social Platforms Key:



(F)



(T)



(L)



(G+)



(YT)



(P)



(B)



(V)



(SS)



(FS)

Weekly Content

WHEN To Post and WHERE

Editorial calendars are helpful for scheduling and organizing topics for posts. Map out a draft of what each week would look like using the titles and platforms from your Content Developer Sheet. Get a quick visual of what type of content will be shared or posted, to which platform, on which days of the week. Stand back and take a look to see if there are any gaps in content production one week at a time. Add in content ideas as-needed.

A good rule of thumb is 80% original content and 20% curated content to keep your online presence fresh. Having an organized plan in advance will facilitate the management of a variety of media types, and regular posting with help maximize SEO ranking as new content is continually added and indexed.

PRO TIP:

Tips when posting:

- Use visuals! Web posts with visuals drive up to 180% more engagement than those without.
- Ensure your blog posts have some type of call-to-action.
- Schedule your updates to post just before or just after the hour to catch people who are checking social media before or after a meeting.
- *Follow* or *Favorite* all people retweeting your articles to grow your audience.
- On Google+, tag people and brands when appropriate to encourage them to comment or engage with you.

Weekly Content: WHEN To Post and WHERE						Week of: _____
	Monday	Tuesday	Wednesday	Thursday	Friday	Sat/Sun
f						
t						
in						
g+						
y						
e						
Add! Platform						

Weekly Content: WHEN To Post and WHERE

Week of: _____

Monday

Tuesday

Wednesday

Thursday

Friday

Sat/Sun



Add'l
Platform