

CREATING SOCIAL MEDIA CONTENT

The How-To on Creating and Posting Social Media Content

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In response to the COVID-19 regulations, now is the time to create and OWN your social media presence.



Creating solid social media content is the KEY way to keep your business rolling until social distancing is lifted.



Follow the provided steps to learn how to create content and a strategy for using the content.

"You are what you share."

-Charles Leadbeater

THE WHO- YOUR AUDIENCE AND OTHER VIEWERS

It's important to decide who your target audience is, and who your "other viewers" are. You want to market to your TARGET audience first, and all others second (if at all).

Example: An insurance agent's target audience isn't a child, therefore their posts should have a mature manner to them.



THE GOAL- WHY ARE YOU ON SOCIAL MEDIA?

Now that you have your target audience identified, figure out your goal. Are you on social media to generate traffic to your website? Sell your product? Connect with others who might have a helpful network? Narrow down your purpose for your social media platform, and create a mission statement from that.

Example: By following our Facebook page you will find exclusive discounts and early access to new product!

THE CALENDAR- MAP OUT A GUIDE

In order to know what you are going to post on what days, you need to create a calendar. This can be digital, or handwritten, but will have what you are wanting to post on what day of the week.

Example: Jot down holidays, special promos, interesting information about the business, or employee birthdays!



THE IMAGES- CREATE THE CONTENT



On to the fun part- creating the content! I recommend using graphic design platform, Canva. It's simple to learn, free to use, and creates beautiful graphics and images.

Example: For an employee's birthday, you can create something like this!

THE FINALE- POST YOUR SOCIAL MEDIA CONTENT

You have all of your content created, mapped out as to when you are going to post it, and are ready to go! The final step is creating a caption and getting your content published.

Example: A caption for a COVID-19 post, "Take your lunch break outside! Tired of being stuck inside? Take your lunch to go and enjoy a walk around the block!"



THE RESULTS- KEEP TABS

It's important to keep track of your social media postings and how well they are doing. Using tools such as Facebook analytics or other analytic trackers will help you compile all of this data.

Example: If your posts seem to reach the most traction at 4:30 p.m.- post at 4:15 p.m.! This will give your content time to make it onto your TARGET audience's page so they can view it.

Helpful Links:

Facebook Pandemic Grants Program-

<https://www.facebook.com/business/boost/grants?ref=alias>

Facebook Gift Card Program-

<https://www.facebook.com/business/boost/gift-cards>

Adding a shop to a Facebook page-

<https://www.facebook.com/business/help/912190892201033?id=206236483305742>

Wix- <https://www.wix.com/>

Payment options:

Pay Pal-

<https://www.paypal.com/us/webapps/mpp/invoicing-templates>

Venmo (Great for younger audiences)-

<https://venmo.com/business>

Square-

<https://squareup.com/us/en>