



VIDEO 2: SOCIAL MEDIA CONTENT CREATION

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Page 1: Topic Notes

We know how life works in the small business world. Ideas and notes are so often scattered on random Post-Its, leaked onto the back of employment paperwork, or left on random pages in five different pads. Let us get you organized and tidied up a bit. Print out our dandy little notes page to keep you on track, focused, and moving forward. #wegotyou



Page 2: Social Selection Guide

Take a peek at our Social Selection Guide. Not only does it help you review some of the critical data points from our video, but it also encourages you to scribble out some related thoughts. As you peruse each section of sheet, zero in on your desired customer base. (Who are they? Where can you find them?) Remember that Facebook and/or Instagram are typically the best outlets for small businesses as they venture online.



Page 3: Social Content Brain Dump

Now that you have a massive amount of new content knowledge tucked tightly under your belt, it's time to put it to use. We feel a good old fashioned brainstorm (i.e. brain dump) is in order. We've provided a quick and easy printout to help organize your thoughts by content area. List out specific copy, photo, and video ideas that promote YOUR business and YOUR overall brand. Some will stick. Others won't. The most important thing is to let those creative juices flow and to have fun with the process.



Page 4: Evaluation Checklist

We've said it before . . . but, we just have to say it again. Evaluating your hustle is beyond important. Use this fabulous Evaluation Checklist in conjunction with the insights/data from your social media accounts to help you analyze your efforts. We suggest tracking your followers/likes as well as the stats from your top and bottom performing posts every month. This consistent evaluation will help you fine-tune your messaging and overall posting strategy.

TOPIC



NOTES

Note To Self



TOPIC/VIDEO:

DATE:

Questions



Epic Ideas



My Tasks





Facebook Quick Facts

- Easy learning curve (text + imagery)
- Attracts all age demographics
- 7 in 10 adults (age 18-49) use Facebook

Notes:



Instagram Quick Facts

- More of a visual experience
- 67% of its user base falls between the ages of 18-29
- 62% of IG users become interested in a product/service they learned about in an Instagram Story.

Notes:



YouTube Facts

- Larger than all other social sites
- 81% of 15-25 year olds regularly log on
- More people turning to YouTube to research products/services prior to buying

Notes:



Twitter Quick Facts

- Only 280 characters per post
- Users turn to platform for news and video
- Shows significant referral traffic

Notes:



Pinterest Quick Facts

- Visual discovery search engine
- 71% of the 320 million users are women
- 47% spend time on the platform looking for and shopping for products

Notes:



OTHER QUICK FACTS

TikTok - can quickly share videos to other platforms

Snapchat - can create branded "lenses" for users to select

Both: target the under 29 age demographic

Notes:



Post Ideas



Video Ideas



Image Ideas



Note To Self



EVALUATION



CHECKLIST

MONTH:

/ /



PLATFORM: FOLLOWERS: PAGE LIKES:

PLATFORM: FOLLOWERS: PAGE LIKES:

PLATFORM: FOLLOWERS: PAGE LIKES:

PLATFORM: FOLLOWERS: PAGE LIKES:

PLATFORM: FOLLOWERS: PAGE LIKES:

TOP 3 POSTS:

TOPIC: REACH # ENGAGEMENT #:

TOPIC: REACH # ENGAGEMENT #:

TOPIC: REACH # ENGAGEMENT #:

BOTTOM 3 POSTS:

TOPIC: REACH # ENGAGEMENT #:

TOPIC: REACH # ENGAGEMENT #:

TOPIC: REACH # ENGAGEMENT #:

Note To Self



MONTH:

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PLATFORM: FOLLOWERS: PAGE LIKES:

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Note To Self

