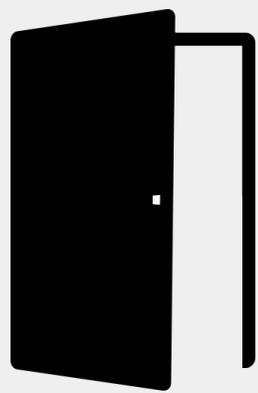


*HOW DO I...*



**BEGIN**

**SOCIAL MEDIA ACTION PLAN**

**BEGIN**

# **"WHY IS SOCIAL MEDIA SO... IMPORTANT?"**

**Social media has become one of the most important outlets for news, entertainment and keeping up with the fast-paced lives of the people we love. We believe that fostering a genuine, authentic relationship with fans and followers outweighs the numbers and gets the best results. For us, social media starts with great content curated by real people. We'll help you manage your accounts while developing true relationships with your audience - the people that matter the most.**

# **YOUR SOCIAL STRATEGY**

## **10 Questions to Help Identify your Brand**

- 1. What is your product (ie, what are you selling)?**
- 2. What unique value do you bring into the market?**
- 3. How are you being innovative in order to meet demand?**
- 4. Who is your target audience?**
- 5. Where is your target audience most active (what platforms do they use, who do they follow)?**
- 6. What values do you have as a brand?**
- 7. What emotional response do you want your brand to evoke?**
- 8. What visual cues (color, images) help bring about the desired emotional response?**
- 9. What is your brand “voice” - how are you conveying your message?**
- 10. How would someone else describe your brand in 5 words or less?**

# CREATING A CONTENT CALENDAR

## "WHAT'S A 'CONTENT CALENDAR'?"

A content calendar is an efficient way for you to keep track of **WHAT**, **WHEN**, and **WHERE** you're posting all of your social content!

## KEEP IT ORGANIZED

Format for success. Using an Excel or Google Sheets spreadsheet, create separate tabs for each social network that will be utilized.

## KEEP IT CLEAR

Have separate columns for dates, days of the week, timeframe, the image itself and the captions. This makes posting easier when the time comes.

## KEEP IT CONSISTENT

Format it how you like, but stick with one constant format for each tab, which makes it easier to understand holistically.

# **BEST PRACTICE FOR: facebook**

## **POSTING CONTENT**

- **Post in moderation - enough to keep fresh content on news feeds**
- **Utilize Facebook Events for all upcoming shows, giveaways, etc.**
- **Schedule posts during peak hours for maximum exposure**

## **ENGAGEMENT**

- **Interact and respond to users**
- **Engage/stay on top of current events to engage with audiences**
- **Utilize videos and photos, as they are the most engaging for users**

## **BRANDING**

- **Post and share things that fit your image, brand, etc.**
- **Reinforce your brand with every post**
- **Link relevant apps (Bandsintown, Songkick) to maximize functionality of Facebook page**

# **BEST PRACTICE FOR:** *Instagram*

## **POSTING CONTENT**

- **Utilize hashtags, locations and tagging for more exposure**
- **Post high resolution videos and photos**
- **Keep captions short to maximize user engagement**

## **ENGAGEMENT**

- **Use CrowdFire to unfollow users who do not follow you back**
- **Run Contests to get users excited about your product**
- **Post regularly: post a photo/video once a day Monday through Friday**

## **BRANDING**

- **Engage in partnerships with like-minded/similar accounts**
- **Repost shareable content from users who are similar to you**
- **Post relevant content that represents and reinforces your brand**

# **BEST PRACTICE FOR:**

## **POSTING CONTENT**

- **Implement hashtags and user tags in tweets**
- **Shorten links to make the most out of 140 characters**
- **Schedule tweets to be posted at prime hours**

## **ENGAGEMENT**

- **Participate in twitter chats with other users and fans**
- **Save searches for common interests**
- **Use tools like Crowdfire to monitor followers and unfollowers**

## **BRANDING**

- **Be sure to convey your brand and message with the limited space**
- **Be aware of who you are and how to communicate it to twitter**
- **A good bio sells - be sure to target, intrigue, excite and connect with potential fans with this brief, but significant, blurb**

# **SOCIAL ENGAGEMENT TIPS**

- **Remember that increase in content engagement is far more valuable than an increase in followers.**
- **Consistency is key-utilizing social distribution platforms such as Epoxy.tv allows you to easily schedule and manage all your social postings!**
- **Utilize the analytics to your advantage by checking them daily. You can easily determine what time and date are best to post at for optimal engagement.**
- **Take the time to authentically engage with your audience. Be an active member of the community!**



**HOW DO YOU BEGIN?**

**Your Free 20-Minute Consultation**

For your consultation, visit:

<http://www.howdoibegin.com/free-consultation.html>

Our team will give you tips and pointers on:

- how to increase your social following
- how to further optimize your brand
- how to curate and create better content

