

30 DAY ACTION PLAN



FOR SOCIAL MEDIA

4 STEPS TO GREAT SOCIAL MEDIA POSTS

Creating a plan for your social media posts will allow you to create content in bulk, save time and stay consistent. Follow these steps to get started with posting regularly and with purpose. Then tweak it to make it work for you.

STEP 1. DETERMINE THE NUMBER OF POST YOU WILL CREATE THIS MONTH

Remember, consistency is key. A good baseline is 2-3 times a week. Commit. We will post _____ times this month.

STEP 2. START WITH EVENTS

You already have content and don't know it. Start by filling in your calendar with events you know are happening in your business or your community you are involved with.

STEP 3. FILL IN THE MONTH

People are following you because they want to see your business or organization. Create posts from the following topics to help:

- **Branding** (50% of posts) - Posts showing who your organization is. These are that posts that will help your audience connect with your brand and impact. What makes you, you?
- **Marketing** (20- 30% of posts) - Posts supporting your business mission + vision indirectly. Pick categories that reflect what you find inspiring and important about your target audience.
- **Selling** (10 -20% of posts) - Posts where you are directly asking people to join you on your journey. You can authentically ask for what you are selling. when you've provided value through your other posts.

STEP 4. INTERACT WITH OTHERS

Interacting with other's local businesses and those in your business circle that drives engagement and develops relationships. Authentically interact those in your audience consistently.

KMD Marketing + Design's Posts for April

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1
2	3 Social Media Free Resources	4	5 National Self Care Day	6	7 Work with Us DM for a free marketing consultation	8

STRATEGIES TO CREATE ENGAGING POSTS

You have your topics, but now what do you say? Use these strategies to create intentional posts that drive engagement.

1. GIVE VALUE

Your audience will stay engaged if they feel you provide them with value. Teach something about your business or organization that adds value to your audience.

2. SHOW BEHIND THE SCENES

Your community wants to know the you and your employees behind the posts. Be authentic and show who you are and how that contributes to your mission. This is what makes your impact in the community understood and keeps the community aware and engaged.

3. ASK A QUESTION

Ask your audience about what you are sharing. It might be something like “What SEO tips would you like to see on Instagram?” The questions should be simple, but allow them to express themselves and make them curious.

4. PROVIDE THIRD-PARTY VALIDATION

People make the decision to engage because of an emotional connection or a recommendation from someone they know and trust. You can create or build on that connection by sharing testimonials that relate to your mission.

5. SPEAK TO THEIR HEART

Again, it all comes back to the emotional connection. Your community doesn't want to see just your products, services or events you are promoting. They want to see how your mission has made an impact on others in the local community. In addition to what your values are outside of your business or organization.

TIME TO PLAN YOUR NEXT 30-DAYS

Use this calendar to plan your posts for the next 30-days.
Include the topic and strategy you will use for each post.

Month of: _____

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Hooray, you did it!

Wow, it takes time to invest in working on your business. Congrats! You showed up and did the work, now you get to enjoy the results.

Now it's time to maintain the momentum and repeat this process each month to make greater growth and progress happen.

Cheers!