CALENDAR

10 WAYS TO AUTOMATE YOUR SOCIAL MEDIA POSTS

For More Buzz and Visibility



|  |  |
| --- | --- |
| **Week 1** | |
| **Monday** | |
| **AM**   1. Take out or open the Social Media spreadsheet you create with your Worksheet research 2. Study the stats that you gleaned in your research into:  * Your own social media Insights and analytics * Your online stats research  1. Determine:  * Which top 2-3 networks give you the most engagement * Which ones you need to add in order to reach your audience  1. Work out or amend your social networking plan, allowing for time per day that you can allot to interaction (being present there) | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Tuesday** | |
| **AM**   1. Look over your notes from yesterday. Determine the exact networks you need to join or pay more attention to. 2. Note any patterns or trends 3. Note which media your audience seems to prefer   (E.g. Facebook live, audio, videos, interactive polls, etc.)   1. Create or assemble whatever you need to update or create profiles on additional networks   (E.g. Your current profile photo or a new one, a current Cover Photo or background specific to that network’s sizes, your links, description or bio specific to that network’s guidelines)   1. Create or update the necessary networks | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Wednesday** | |
| **AM**   1. Decide whether or not you want to use an RSS aggregator to manage your feeds 2. If yes, install the aggregator of your choice 3. Take your list of influencers and authority sites/blogs you need to follow, in order to stay on top of your industry and build powerful contacts 4. Add the URLs to your aggregator   **Remember to add alerts for important, current keywords**   1. Bookmark your aggregator, and decide on the best time of day for you to check your feeds 2. Schedule 3. Read your first batch of feeds. MAKE NOTES of anything important you can share with your audience—or use in your own strategies | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Thursday** | |
| **AM**   1. Explore MeetEdgar, Recurpost and Buzzstream thoroughly, taking note of their features and capabilities. Decide which one would make the best central content automator for you 2. Sign up to the central content automator of your choice 3. Explore all the features 4. Set up your editorial calendars, alerts, feeds, etc. | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Friday** | |
| **AM**   1. Review your efforts this week, and go back to study or adjust any element of your social upgrading that you are not yet feeling comfortable with, or need to tweak 2. Make a social networking plan and/or set your editorial calendar in your apps, if you haven’t yet done so   **MAKE SURE IT INCLUDES EVERY OPPORTUNITY FOR AUTOMATION** | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Week 2** | |
| **Monday** | |
| **AM**   1. Look at the shortlist of social plugins you made while doing your worksheet research 2. Weed out any selections that would be redundant (i.e. repeating functions of another plugin you plan to install) 3. Install desired plugins 4. Check to see if you need to adjust each plugins settings 5. TEST | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Tuesday** | |
| **AM**   1. Update your social share buttons 2. Schedule a time to check your blog and social stats, and see if your updated share and follow buttons have made a difference 3. Consider whether or not you would rather do all your social sharing with a plugin such as Onlywire, rather than a dashboard central management tool | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Wednesday** | |
| **AM**   1. Check out social gallery plugins, if you haven’t already done so 2. Decide whether or not your social posting and blog/website would benefit (i.e. are you a big Instagram user? Other video network?) 3. Install one and test your settings, if you think a strong visual presence will help your branding, visibility, share-ability and social media goals | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Thursday** | |
| **AM**   1. Turn your attention to widgets for your blog or website. Do you want social buttons or CTAs in your sidebar? Header area? Footer? Social pop-up? 2. If so, install a widget 3. TEST | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Friday** | |
| **AM**   1. Review your upgrades, installations and updates 2. Review your social media sites and check to see that posts and re-posts are appearing as scheduled 3. Check your Insights or analytics. Determine if your changes have made a positive difference; and if so, which changes 4. Tweak any areas of your new social strategy to maximize positive new results | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Week 3** | |
| **Monday** | |
| **AM**   1. Take your worksheet notes on seasonal strategies and sharing ideas 2. Brainstorm seasonal posting/sharing ideas. (WRITE THEM DOWN!) 3. Create a seasonal plan for social sharing and posting throughout the major holidays (and any other holidays relevant to your niche and audience):  * Christmas * Valentine’s Day * Easter * Halloween * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ * \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Tuesday** | |
| **AM**   1. Outsource or create cover photos for each major holiday 2. Create seasonal Profile photos for major holidays 3. Outsource or create seasonal posts for major holidays | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Wednesday** | |
| **AM**   1. Create a content outsourcing plan. Decide if you are going to:  * Outsource your content * Use pre-made content and customize it * Curate content  1. Make the necessary arrangements  * Contact freelancers * Delegate * Purchase content memberships or packages) * Set up automated curation, using one of your previously-explored social resource tools | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Thursday** | |
| **AM**   1. Customize any content packages you have received and schedule for optimum times (e.g. holidays; launches) 2. Create a post creation plan (monthly cycle) and enter into editorial calendar 3. Create posts, if you are writing them yourself | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Friday** | |
| **AM**   1. Review your week. Is there anything you need to tweak? 2. Finish unfinished tasks 3. Prepare for next week | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Week 4** | |
| **Monday** | |
| **AM**   1. Prepare letters and requests for guest posts/interviews with influencers  * Start with the ones you know * Look within your closed social Groups for likely guests. * Post your request! * Schedule guests who say “yes”  1. Create a form or Speaker Page. Update your media kit 2. Look for guest posting/speaking opportunities 3. Make a list, and start contacting sources | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Tuesday** | |
| **AM**   1. Start checking out PostPlanner to maximize your Facebook engagement 2. Sign up, if you think it would be of value to you. Decide how to use it, and start doing so 3. Create a content curation plan, using PostPlanner, and add to your social scheduling | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Wednesday** | |
| **AM**   1. Check out mobile apps. Schedule using Buffer, if you prefer doing so via mobile 2. Install any mobile apps you think will be beneficial and save you time 3. Educate your followers about relevant new mobile sharing strategies | **PM**  **Coach clients** |
| **Thursday** | |
| **AM**   1. Revisit your autoresponder. Take note of recent updates and upgrades. Explore them 2. Update your follow up series 3. See what new features you can take advantage of—particularly when it comes to social sharing 4. Plan these in to future social sharing routines | **PM**  **Coach clients** |

|  |  |
| --- | --- |
| **Friday** | |
| **AM**   1. Review your changes and stats 2. Make sure your social sharing schedule is full, regular and consistent for next month, including:  * Content curation * Re-purposing * Automation * Sharing upgrades * Opportunities * Calls to action   ENJOY YOUR NEW, IMPROVED AND TIME-SAVING SOCIAL SHARING AND AUTOMATION! | **PM**  **Coach clients** |