

SOCIAL MEDIA CONTENT PLANNER



 **b Awesome** | **b Brave** | **b Social Savvy** 

Who is B Directory?



It's understandable you might like to learn a little more about who we are... So here goes...

Elsa Mitchell

Owner and operator of a popular Perth hair salon for over 10 years, building it from the ground up into the thriving business it is today.

Elsa is also the marketing manager in a boutique building company created by her husband. Elsa has successfully implemented strategies to establish their family business as a unique, high-end brand with quality service, ensuring it is competitive within the market in which it operates.

Kristy Morton

Runs a web development consultancy, specialising in WordPress. She started the business three years ago and in that time, has created a thriving consultancy.

Prior to establishing her consultancy, Kristy worked for over 10 years as a Management Accountant in the private sector. Now she works with clients across diverse industries, but her previous experience means Kristy is focused on optimising results for clients based on their unique needs and budget.

Together, we are...

A duo passionate about small business success, and committed to finding that for their clients. We focus on a “whole business” approach – we don't “just” do SEO, or Social Media (but we can!), we look at the bigger picture. We want to understand who you are and what your goals are – and put together a plan of how to achieve them. Our difference is that we genuinely care about each and every one of our clients. We want the success just as much as they do. And together we make it happen.



“Coming together is a beginning; keeping together is progress; working together is success.” - Henry Ford



CONTENT PLANNING

What to post?

Creating content and trying to come up with exactly what to post on social media can be difficult for some. Creating a regular schedule eliminates a lot of the pressure of constantly trying to cook up new material.

So what exactly should you be posting?

Stories, stories and more stories

Everyone loves a good tale, it's the basis of every interesting news story. How can you tell the stories that happen within your business every day? Not what you do or how you do it, but the hidden stories, behind the scenes, that show why you do what you do.

Educate

Your audience loves to learn new things, what can you teach them?

Who are you

Social media is YOUR platform to show the world who you are. Your personality, your values and beliefs. What separates you from your competitors?

Showcase you work

Share case studies, show what you're doing within your business every day.

Advertise

Sell a product or a service you offer.

Re-purpose previous top performing posts

Re-use your old content. If it was a success the first time you posted, recycle it at a later date.

TIP: By checking in on your insights to view the engagement and reach of each post, you can gain a clear understanding of what works and what doesn't. This can help you decide which content you should do more (or less) of.



When to post

There is no one set rule for when to post. Every business is different and the behaviours of your audience is unique to you.

This is where your insights come in. Here you will find the 'peak times' of when your audience is online. Just hover over a day to see the peak times for that day.

HOT TIP: Schedule your posts within Facebook to appear at your peak times.



Content planning



What would you like your customers to know about your business?

What services do you have?

What offers do you have to encourage new clients?

What makes you different?



Content Planning



Are there any important events coming up that you could leverage to promote your business? e.g - Father's Day, Mother's Day, Easter etc.

Have you had any successes you would like to share with your customers?

Do you have any customer "feel good" stories?



How much do you know about FB & Insta?

What personal profiles do you have?

How comfortable are you on social media?

Facebook profile and log in details:

Google log in details (inc google business):

Instagram profile and log in details:

Facebook groups:



<p>Content Planner B Directory</p>		<p>MONDAY PEAK TIMES: 7am & 9pm</p>	<p>TUESDAY PEAK TIMES: 9am & 8pm</p>	<p>WEDNESDAY PEAK TIMES: 8am & 2pm</p>
	<p>7am - 'What we do' meme (FB & Insta)</p>	<p>9am - Welcome a member (Fb & Insta)</p>		
	<p>9am - Post in FB group - Welcome members</p>		<p>2pm - Shout out to a member (FB & Insta)</p>	
		<p>FRIDAY PEAK TIMES: 7am & 8pm</p>	<p>SATURDAY PEAK TIMES: 7am & 8pm</p>	<p>SUNDAY PEAK TIMES: 7pm - 9pm</p>
<p>THURSDAY PEAK TIMES: 2pm & 7pm</p>	<p>2pm - Post in FB group - ask a question</p>	<p>7am - What's happening (FB)</p>	<p>7am - Fun fact about us (FB & Insta)</p>	<p>7pm - Post in FB group - share a member success</p>
<p>7pm - Meme (Insta)</p>	<p>8pm - Welcome new member (FB & Insta)</p>			<p>9pm - Share a blog post (FB)</p>

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