

SOCIAL MEDIA TOOLKIT

DECEMBER 2018
THE CONTEMPORARY PA



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WELCOME BACK!

We're buzzing to share with you our Mini Social Media Toolkit.

Ideal for small businesses who don't have a budget to pay a pro and just need a few tips to get started!

The world of Social Media is an absolute crazy one, and even the experts don't get it 100% right all of the time. In all honesty, a lot of the time it's about trying something and gauging the reactions to know if it was a success or not. The frustrating thing for any Social Media person is something can be an absolute hit one week but try and replicate it and it can be a complete flop. So maybe it's time we look at Social Media in a different way?

What is Social Media?

It's just that. It's about being social. It's very easy as a business to forget that many Social Media platforms are for sharing our personal lives with those we care about; friends and family... although yes, once it's out there, it's pretty much accessible for anyone who knows what they're doing. But therefore, it's important to remember it's not a sales tool.

→ ENGAGE

We hear this ALL the time. Posts should be engaging. The more a post is engaged with, the further it's organic reach will be.

Would you like or comment on the post or would you scroll past?

TIP: Engagement is no longer just about that like button! Facebook in particular wants to see real effort in terms of engagement from followers. It wants to see people selecting those hearts and laughing faces, sharing and commenting.

→ GET CREATIVE

Don't be afraid to have fun or show a more human side to your posts. People love positivity, people love silliness and people love passion. Think outside the box. Let's face it, we all have a huge amount of competition so what is it that is going to make people choose you?! What makes you stand out? Get that across in your posts and make yourself totally unforgettable.

I know some of you are thinking surely that works better for some platforms more than others, and to some extent you are right. There are some platforms that are considered more professional than others, but as business changes, so do views, and to stand out you NEED to be different. Plus, most of us would rather work with someone who is able to have fun.

➔ PLAN, PLAN, PLAN

Oh yes, it's in this Toolkit too!

Plan your Social Media posts a month at a time. Trust me, it's far easier than sporadic posting, and the consistency really does pay off.

Set aside a few hours a month and get looking for that inspiration. Once it starts flowing it doesn't stop, which is why it's easier to do it in one hit and plan a month at a time.

The Internet is a great place for inspiration, and the first stop I always make is those National Celebrated days. The sillier the better - I've included a calendar of dates to give you a head start, but there is pretty much something going on every day of the year.

Next we have those #HASHTAG days. #MotivationalMonday is of course at the top of the list. Post a positive quote, something to make people want to go out and slay the day. We also have #WisdomWednesday and #ThrowbackThursday

Lastly, although I've said we need to stop looking at Socials as a selling platform, of course it is important to let people know what we do. A post about your day or a project or a client testimonial is a subtle way of getting this in.

Your Social Page itself is where the "Sales Pitch" should be. Make sure you have enough information on there for people to find if they want to. Remember those CALL TO ACTIONS.

➔ CHEAT!!!

We all love a helping hand every now and again, and luckily enough there are a few cheats and tips we can use to aid our battle.

SCHEDULING TOOLS

My favourite has to be Hootsuite. I use the FREE version which allows up to three platforms. Instagram will need a little extra push via a notification but it's super straightforward and takes seconds.

Personally, I don't add my Facebook pages as they have their own scheduling tool, but you may want it all in one place.

YOUR TRIBE

We've touched on engagement and one of my favourite cheats is my tribe. Get your family, friends and allies to share, comment and "ENGAGE" with your posts. Achieve that magic number and see your reach hit a new level of growth.

COLLABORATE

Get Social with other organisations and people and be sure to tag them in your post. The more you socialise and collaborate, the more likely people will repay the favour. Plus, they'll probably even engage back. It's a Win Win situation.



➔ ANALYTICS

Is your hard work paying off? Be sure to use our Stats sheet to record your followers, reach and engagement. Make notes on what works for you and what doesn't. It's the only way you'll ever be able to create an accurate strategy.

Each Social Media platform will have it's own analytics section. However, if you want to see how many of these are turning in to traffic to your website, I would recommend using Google Analytics. Not only will you be able to track which Socials are working best and run specific campaigns, but you'll be able to look at people's behaviours when they get to your site.

*Be sure to get social with us!
We'd love to see you guys putting your
plans in to action.
Stay Awesome!*

Gemma, The Original Contemporary PA xx





Social Media Calendar

January

1st New Years Day
2nd Science Fiction Day
5th London Fashion Week -Men's
21st Martin Luther King Day
24th Peanut Butter Day
25th Burns Night

February

4th World Cancer Day
5th National Nutella Day
9th National Pizza Day
14th Valentine's Day
17th Random Acts of Kindness Day
27th No Brainer Day

March

1st World Compliment Day
5th Pancake Day
17th St Patrick's Day
20th World Storytelling Day
23rd Puppy Day
31st Mother's Day

April

12th Grilled Cheese Day
16th Wear PJs to Work Day
19th Good Friday
22nd Jelly Bean Day
23rd St George's Day
24th Administrative Pro Day

May

1st Batman Day
4th Star Wars Day
5th Beginning of Ramadan
26th World Lindy Hop Day
28th Hamburger Day
31st Macaroon Day

June

1st National Doughnut Day
8th Queen's Birthday
16th Father's Day
18th International Picnic Day
22nd Take your Dog to Work Day
26th Chocolate Pudding Day



Social Media Calendar

July

- 1st International Joke Day*
- 6th World Kissing Day*
- 13th Embrace your Geekness Day*
- 17th World Emoji Day*
- 21st Funk Food Day*
- 30th National Cheesecake Day*

August

- 1st Girlfriend's Day*
- 3rd International Beer Day*
- 9th Book Lovers day*
- 19th World Photo Day*
- 28th Bow Tie Day*
- 30th Frankenstein Day*

September

- 9th Teddy Bear Day*
- 13th Positive Thinking Day*
- 13th Roald Dahl Day*
- 16th Guacamole Day*
- 19th International Talk Like a Pirate Day*
- 21st Miniature Golf Day*

October

- 1st International Coffee Day*
- 4th Taco Day*
- 6th Mad Hatter Day*
- 13th Astronomy Day*
- 18th Chocolate Cupcake Day*
- 31st Halloween*

November

- 1st Author's Day*
- 4th Common Sense Day*
- 5th Guy Fawkes Night*
- 11th Armistice Day*
- 13th World Kindness Day*
- 30th St Andrew's Day*

December

- 5th Day of the Ninja*
- 12th Gingerbread House Day*
- 14th Christmas Jumper Day*
- 24th Christmas Eve*
- 25th Christmas Day*
- 31st New Year's Eve*

Content Planner



Month _____ 20__

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday

Goals:

Notes:



My Stats

					
January					
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					

Notes

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