How to Effectively Build a Social Media Strategy for Your Business
Pick Your Platforms
Develop Posting Categories
Create Topics Under Categories
Create Canva Templates
Posting Frequency
Protect Your Business
Part I: Build Your Strategy

Pick 2 Platforms

- **Largest Platform**
  - Groups for Engagement
  - Great for Advertising
  - 30+ Population

- **Owned by Facebook**
  - Great for Visuals & Ads
  - Stories: High Engagement
  - Younger Population

- **Great for B2B**
  - Groups for Engagement
  - Not as Over Saturated
  - 30+ Population

- **Requires Content**
  - Amazing for Site Views
  - Primarily Women
  - Search Engine

- **Video Content**
  - Builds Trust Fast
  - Provide Value
  - All Ages

- **Fun and Trending**
  - New, Not Saturated
  - Video Content
  - Young Population

- **Less image-focused**
  - Strong Hashtag Affinity
  - Great for trending topics
  - All Ages

WEATHERBY MEDIA
Part I: Build Your Strategy

4 Core Types of Posts to Build

Know, Like & Trust

Education
Engagement & CTA
Personal & Personable
Sales
Part I: Build Your Strategy

Posting Categories

Engagement & CTA
- Questions
- Lead Magnets

Personal & Personable
- Fun Photos of Team
- Business & Personal Milestones

Education
- Blog Promotion
- Quick Tips

Sales
- Client Testimonials
- Featured Work or Product
Part I: Build Your Strategy

Post Topic Example: Physical Therapy Business

Engagement & CTA
- Questions
  - Reply with a picture of your workspace and we can help you improve the ergonomics!
- Lead Magnets
  - Get our guide to living knee pain-free

Personal & Personable
- Fun Photos of Team
  - Coffee picture during Monday AM Stand up meeting
- Business & Personal Milestones
  - Congrats to Samantha’s Son who just got into BROWN - way to go Kevin!

Education
- Blog Promotion
  - Check out this week’s blog on 3 morning stretches for hip mobility.
- Quick Tip
  - Movement increases productivity! Stand up from your desk at least once an hour.

Sales
- Client Testimonials
  - Testimonial for Ankle injury rehab
- Featured Work or Product
  - Picture of client and therapist with a client story
Part I: Build Your Strategy

Create Canva Templates

- Services
- Testimonial
- Tip/Fact
- Reminder
- Services
- Quote
- Call To Action
- Personal Post/Holiday Post
- Product
- Webinar/Workshop
Part I: Build Your Strategy

Determine Posting Frequency

Consistent Infrequency

over

Inconsistent Frequency
Part II: Implementation

Batching Technology
Time Blocking
Part II: Implementation

Choose Your Batching Strategy

Weekly vs. Monthly
Part II: Implementation

Subscribe to a Posting Tool

- Loomly
- Buffer
- Tailwind
Part II: Implementation

Block Time Weekly or Monthly on Your Calendar

**Weekly Batching**

\[ \text{# posts per week} \times 30\text{m} = \text{amount of time needed} \]

Ex. 3 post per week \( \times 30\text{m} = 1\text{hr 30m per week} \)

**Monthly Batching**

\[ \text{# posts per month} \times 30\text{m} = \text{amount of time needed} \]

Ex. 12 post per week \( \times 30\text{m} = 6\text{hrs per month} \)
Part III: Engagement

Time Blocking
Spontaneous Posting
Stories
Part III: Engagement

Block 30 Minutes Daily
For those who use social too much or to little!

You get out of it what you put into it.
Part III: Engagement

Spontaneous Posting Protocol

Branding
&
Personal Through Business Lens
Part III: Engagement

Leverage Stories

Less Polished - Higher Views
More Personal
Part IV: Protect Your Business

My Facebook got hacked, this is really me 😊

It’s crazy, I’m boggled. Some of my groups are gone bc I was admin on them but with that said I’m literally going to reach out to everyone I friend request so going to connect in a different way.

That’s really smart...one thing you should do is use an email service provider like we do for BPW to get emails - that way you’ll never lose people.

What do you mean? Like convert kit?

Yes! It’s one thing if it’s for personal reasons... but I know you do a ton of networking for business reasons. If you get emails, it’s like business insurance because you always have a way to connect with people even if something crazy happens like your Facebook account gets hacked.

Oh no! Did you just have to make a whole new Facebook account? Or were we not friends before?

Oh yes, whole new one. We were definitely friends haha

I can’t even recover the old one... and I emailed Facebook security but not really sure what else I can do

OMG how awful and what a nightmare - you must have had so many connections because you’re such a master networker

It’ll be a work in progress lol

I’m wicked sorry

No problem - thank you for reconnecting! I’m sorry that you’re dealing with all of that.

Ohhhh interesting! Thank you for the tip!
Do you own your audience?
Building Your List
But How?

Lead Magnets
5 Ways to Make Your Copy Un-Boring

with Judi McLaughlin

1. Put the time and effort into a good title.

Your content could be the next great American novel and it wouldn’t mean JACK if it was hidden under a lackluster title. It’s not crazy to spend more time on your title or subject line than the content itself. You can’t fake em’ in if they don’t bite! So, if you hire a new employee who looks like Matthew McConaughey and you send an email titled “Welcome our new team member”, you’re doing it wrong. In fact, send him over to work with me. Alright, alright, alright!

2. Humor, people. HUMOR.

This is Judi411’s not-so-secret ingredient. I firmly believe there are few things in life that can’t benefit from some levity. Dry New England humor? Even better. I mean, use your judgment — jokes during a time of crisis are a recipe for disaster. But if you can make your audience laugh, it’s a surefire way to get them to open up, and to remember you. (Remind me to tell you about the time I proposed to a crossing guard, by the way.)
Get More Help

10 Step Instantly Actionable Social Media Strategy Workbook

https://weatherbymedia.lpages.co/free-10-step-social-media-workbook
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Thank you to our co-presenter:

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