

How to Effectively Build a

Social Media

Strategy for Your Business



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M E D I A



Pick Your Platforms
Develop Posting Categories
Create Topics Under Categories
Create Canva Templates
Posting Frequency
Protect Your Business

Part I: Build Your Strategy

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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

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

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Posting Categories

Engagement & CTA

- Questions
- Lead Magnets

Education

- Blog Promotion
- Quick Tips

Personal & Personable

- Fun Photos of Team
- Business & Personal Milestones

Sales

- Client Testimonials
- Featured Work or Product

Part I: Build Your Strategy

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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

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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



Part II: Implementation

Block Time Weekly or Monthly on Your Calendar



Weekly Batching

posts per week x 30m = amount of time needed

Ex. 3 post per week x 30m = 1hr 30m per week

Monthly Batching

posts per month x 30m = amount of time needed

Ex. 12 post per week x 30m = 6hrs per month

Part III: Engagement

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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

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Leverage Stories

Less Polished - Higher Views
More Personal

Part IV: Protect Your Business



Kristal Diorio
Active now

My Facebook got hacked, this is really me 😊



5:23 PM

Beautiful 😍

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

I'm wicked sorry

It's crazy, I'm bummed. 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 you should do is uses 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.

Ohhhh interesting!! Thank you for the tip!

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

It'll be a work in progress lol



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Do you own your audience?



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Building Your List

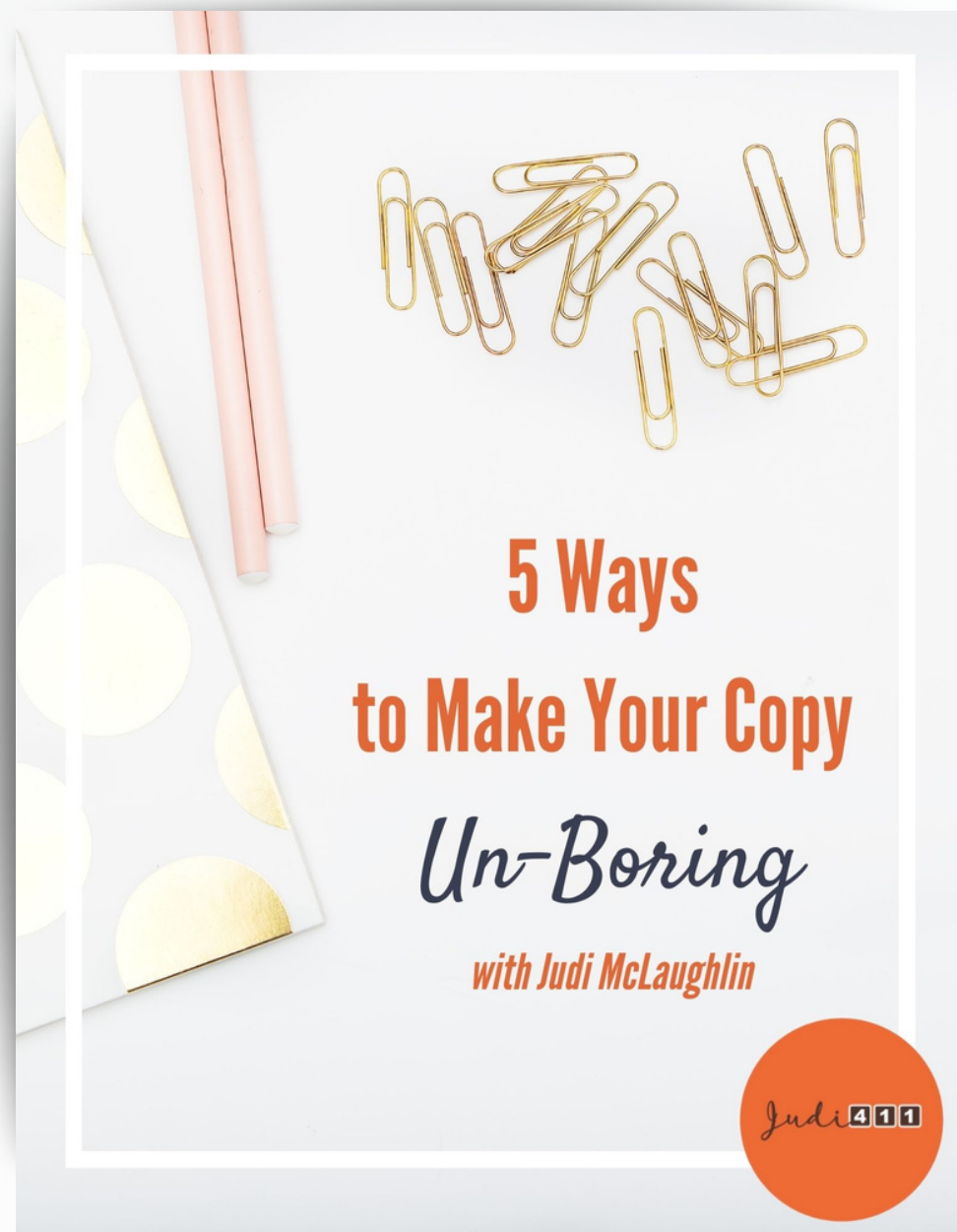


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But How?

Lead Magnets





Get More Help

10 Step Instantly Actionable Social Media Strategy Workbook

[https://weatherbymedia.lpages.co/free-10-
step-social-media-workbook](https://weatherbymedia.lpages.co/free-10-step-social-media-workbook)

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ASK THE PROS

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Fridays at
noon!



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