

# Content Planner

\* Works well with Facebook Lives and Videos

## Purpose: Educate

### \*Be the Expert

Answer a commonly asked FAQ. Recommend a tool: Share a (preferably free) tool or resource you think your followers would find useful. Provide a recommendation or referral: Share the love by recommending a business with whom you've done business. Hold a Live Q&A session: Go live with a Q&A period where you'll answer your audience's questions.

### Before and After Photos

If you are a creator or provide a service that you can demonstrate the "Before" and "After" these can make great posts that tell your story for you. You can also use this if you're working on a new display, updating your shop or something for your business.

### Curated Content

Share interesting stories related to your industry. This can be an easy way to keep variety in your content because, in most cases, you can just copy and paste the link to what you want to share. You can also share from other Facebook pages, which will expand the reach of your post.

### Educational

Do a post series: Share a series of similar posts over a certain number of days. These can be done as a series of steps or it could be where each post builds on the last one, adding to the mystery of what will be revealed.

### \*"How To"

Think about your business: what information could you provide that would show them how to do something? Say you are a children's party planner- you could show them how to choose the right theme or how to make your own invitations; if you sell window coverings- how to properly measure; if you offer a landscaping service, how to choose the right plants for your area; Tutorial video on a product or service you offer. Ideas on how to display or use merchandise from your store.

### Industry News

What is new in your industry? What would people be surprised to learn? Is there something in the news that you could comment or expand on? Link to news breaking article relating to your industry or location. Statistics: Everyone loves stats. Just be sure to make them relevant to your audience.

### Infographic

You could probably find these in industry news, or Pinterest It could be something that relates to your business or just something that people would find interesting

### \*Tip of the Day (these should be brief and interesting)

These should be brief and interesting and related to your business, product or service. Occasionally, you might add an interesting tip that could help you increase the reach on your page. Time saving tips.

## Trending Topics

These can be industry related or topics that are currently going viral. These could also be sneak peaks at things to come.

**Purpose: Entertain**

## \*Behind the Scenes

Choose different aspects of your business and give people a peek behind the scenes to see what you do and even how you do it. Let them get to know who you are as a person. Show them what it takes for you to do your job. If applicable, let them see your creativity and expertise. Post a behind the scenes photo of your business: Show the office shenanigans, product production, etc. Highlight an employee: Introduce a new team member or give kudos to a hard-working employee. Picture of you on a buying trip. New store section you are launching. When inventory arrives / photos of boxes on a pallet, get customers excited about what's coming.

## Holidays and Special Days

Go through the calendar and list all of the upcoming holidays for the year. You can tie these into sales or even simply greetings. Check out websites that have unusual holidays and use these for inspiration or just as fun posts. Note: there seems to be "holiday" for just about everything. You can also use the change of seasons to tie in a post or promotion.

## Photos and Videos

Share funny and informative photos and videos. These can be related to your business or it could be ones that you see are getting a lot of engagement on other sites.

## Play off Other Things

Use other posts as a jumping off point to respond to. Respond to something you are reading in a book. Expand on a motivational quote you have read to illustrate a point. Talk about a podcast you have heard.

## Interviews

Interview special guests on your page. These should be related to your business and what your ideal customer is interested in. The benefit here is that you will be exposing your business to the audience of your guest speaker as well.

**Purpose: Engage**

## Engagement

Ask a question that encourages the reader to respond with a choice. These can be related to your business that will give you insight into what your readers are thinking or doing or they can be just fun questions that encourages engagement. Think of things like: Would You Rather...; If you could only....; What must go; What is one thing...; 'Caption this': Post a photo and ask your followers to come up with creative or funny captions. Ask for a recommendation: Ask your followers which business/product/service they would recommend. Gifs: Post a funny gif, or ask your audience to answer a question using their favorite Gif. Pet pictures - and ask your followers to share a picture of their pet - this will get lots of engagement! What are your customers interested in? Find that out and post things they will find interesting.

## Survey Question

Survey questions can be used for a number of things: drawing attention to your site, engaging customers, gaining new customers, helping you select products or services to offer, just to name a few. You can do them in a variety of ways. One is asking them to choose between two things and tell you which one they like better. You could expand that to more choices and include pictures or gifs to draw them in. The survey questions should be kept fairly superficial, so you don't scare people away by thinking you are meddling in their business.

## Throwback Thursday

Recirculate old posts that were popular or old photos of people and events. This can also be very entertaining.

## Challenges

These can be short and sweet or spread out over a longer time frame. While they help you achieve an end result, it could be educational or leading up to a special offer that will come later, they are meant to be interactive. Your readers should be engaging with you and with each other.

## Checklists/Worksheets

Much like Challenges, these will usually serve a greater purpose. One of the main benefits, if they are done correctly, is that they will help you build your email list. These will generally be free offers that they get in exchange for their contact information. They should be filled with value and leave your reader wanting more from you.

**Purpose: Inspire**

## Motivational Quote

Share quotes you see on Facebook and Pinterest. Whenever possible, create your own memes and make sure your brand is on them. The most effective ones will be ones that your ideal customer will identify with.

## \*Personal Story

Share a story about how you decided to start your business. Do you have a "redemption" story- where you have overcome the odds or achieved success despite enormous obstacles? Were there times in your life you had to walk away from something that showed great courage? Can you share a story that shows your readers they are not alone? That you have gone through the same thing? Talk about how you and your family are involved in the community. What do you like to do in your spare time? Share a hobby or activity that you like to do. Give people an insight into you, as a person. Share a fun fact about your business. Talk about your mission statement and your vision for your company. Thank your followers: A simple thank you can go a long way to building connections with your followers. Photos from company events: A conference, fundraiser, Customer Appreciation Day, Christmas party, etc. Store Owner introduction - introduce yourself at least twice a year to all of your new followers. Photos and Introductions of each employee. If you speak or participate at a school event as a business owner - have someone take a picture of you and share it. If you've been open for a few years, share photos from your first year or grand opening photos - share your journey. Share your experiences, reflections, and truths. If you currently have a journal, take and share from that. Share a favorite book you have read and things you learned from it.

## Purpose: Promote

### \*Announcements

Special extended holiday hours or days you will be closed. Directions to your business. Milestones - ie... if you hit 1000 Facebook Page Likes or 5000 Instagram Followers. New Product Lines - introduce and share information about your new product. Events that affect traffic in your area - ie. if the street is closed for a short time for marathoners or any other type of street event, let your customers know. If you're entered in a "Best of" contest - share it and ask your followers to vote.

### Business Promotion

Share a free printable, download or another offer. Job Opportunities with your company (Why wouldn't you hire a fan who already loves what you do?) Promote Email sign ups: Use your Social Media to get email sign ups for an upcoming event, a promo, your newsletter, etc. Photos of store merchandise. Promote store events. Show your storefront so people recognize your store. Store window displays. Workshops - if you host or teach workshops - share photos of the workshop in progress. Gift Cards - what they look like and how customers can purchase them. Share 5 star reviews! And be sure to tag and thank the customer if you can. Decide how often you will focus on getting new customers through specific promotions and put those on your calendar. VIP nights to reward loyal customers, show off new products or services. Product spotlight.

### Discount or Fan Only Offer

Create various specials with limited time offers to drive sales and create new customers. Possible offers could include: New customer, repeat customers, a specific line of merchandise or service you offer at a discounted price. You could also offer information, a form or something that will help your customer such as a checklist, a FAQ's list or Helpful Tips.

### \*Sneak Peak

Offer a sneak peak on something you are working on or an upcoming event.

### \*Testimonial

Make a list of your satisfied customers/clients and ask them to do a testimonial for you. A Facebook Live would be the best choice, a video would be next, but if they are afraid to be "on camera" just ask them to do a post.

### \*Video

Ideas could include: Before and After pictures of a project; a testimonial of a satisfied customer; a product demo; a tour of your business; talking about a new product or line of merchandise you are or will be offering; introducing your staff; talking about clearance items to get people into your store; showcasing one department at a time and talk about the special items you have or the variety of products in that line.

# Brainstorming Content Ideas for Facebook

**Be the Expert– List five ways you can show your expertise.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Curated Content- List five resources that you could share content/posts from.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**How To– List 5 ways you can demo a product or show how to solve a problem.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Tip of the Day– List 5 tips or answers to FAQ's

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### Behind the Scenes– List 5 ways you can show how your business works

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

### Interviews– List 5 people you could interview to share their knowledge.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Engagement– List 5 posts you can share to get your readers to choose.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Surveys– List 5 questions you can ask to find out more about your customers.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Challenges– List 5 challenges you could create to engage your customers.**

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Checklists and Worksheets– List 5 checklists/worksheets you can create as a freebie.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Personal Story– List 5 ways you can share your personal story to demonstrate a point.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Announcements– List 5 different ways to share an announcement.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_



**Business Promotion– List 5 different things you can promote about your business.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Discounts/Fan Offers- List 5 ways you can create a special, limited offer.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

**Testimonials– List 5 satisfied customers you could share their story.**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

# Plan Your Next 30 Days of Content

<u>Day</u>	<u>Category/Content</u>	<u>Purpose</u>	<u>Post</u>	<u>Video</u>	<u>Live</u>
1	_____	_____	_____	_____	_____
2	_____	_____	_____	_____	_____
3	_____	_____	_____	_____	_____
4	_____	_____	_____	_____	_____
5	_____	_____	_____	_____	_____
6	_____	_____	_____	_____	_____
7	_____	_____	_____	_____	_____
8	_____	_____	_____	_____	_____
9	_____	_____	_____	_____	_____
10	_____	_____	_____	_____	_____

# Plan Your Next 30 Days of Content

<u>Day</u>	<u>Category/Content</u>	<u>Purpose</u>	<u>Post</u>	<u>Video</u>	<u>Live</u>
11.	_____	_____	_____	_____	_____
12.	_____	_____	_____	_____	_____
13.	_____	_____	_____	_____	_____
14.	_____	_____	_____	_____	_____
15.	_____	_____	_____	_____	_____
16.	_____	_____	_____	_____	_____
17.	_____	_____	_____	_____	_____
18.	_____	_____	_____	_____	_____
19.	_____	_____	_____	_____	_____
20.	_____	_____	_____	_____	_____

# Plan Your Next 30 Days of Content

<u>Day</u>	<u>Category/Content</u>	<u>Purpose</u>	<u>Post</u>	<u>Video</u>	<u>Live</u>
21.	_____	_____	_____	_____	_____
22.	_____	_____	_____	_____	_____
23.	_____	_____	_____	_____	_____
24.	_____	_____	_____	_____	_____
25.	_____	_____	_____	_____	_____
26.	_____	_____	_____	_____	_____
27.	_____	_____	_____	_____	_____
28.	_____	_____	_____	_____	_____
29.	_____	_____	_____	_____	_____
30.	_____	_____	_____	_____	_____
31.	_____	_____	_____	_____	_____