

# Social Media Planning Questions to Address

How much time do you want to dedicate to your social media each month?

What platforms do you want to use?

- Facebook
- Twitter
- LinkedIn
- Google+
- Instagram
- Pinterest

Are you comfortable scheduling content in advance?

Would you rather create original images or use images that have already been made?

How often would you like to post?

What topics are of interest to your audience?



# Resources

## Scheduling

Buffer: [www.buffer.com](http://www.buffer.com)

Facebook, Twitter, LinkedIn, Google+, Pinterest, Instagram

- Pro Account Required for more than two platforms (paid subscription required for Pro)
- Instagram can be planned but Buffer will not post for you

Hootsuite: [www.hootsuite.com](http://www.hootsuite.com)

Facebook, Twitter, LinkedIn, Google+, Instagram

- Pro Account required for more than three platforms (paid subscription required for Pro)
- Instagram can be planned but Buffer will not post for you

Onlypult: [www.onlypult.com](http://www.onlypult.com)

Instagram

- You can plan, schedule and post for Instagram
- Paid plan required

If This, Then That: [www.ifttt.com](http://www.ifttt.com)

- Can automatically post your Instagram posts to Facebook, Twitter, Pinterest
- Can automatically post your blog posts to social media

PLANN, App for Instagram visual planning



# Content Planning

## Content Planning - Promotional Posts

### Website

- Look at each page on your website - do a blurb and a link back
- Ask a question or do a “call to action” and link to your contact page
  - *Questions about our services? Contact us today!*  
[www.simplicitysm.com/contact](http://www.simplicitysm.com/contact)
- Each individual product or service can be a post
- Link to media you have been featured in
- Offer a link to join your mailing list
- Promote events you are holding
- Link to your Yelp, Pinterest or Instagram pages/profiles
- Post one of your blog posts

## Content Planning - Informational Posts

### Flipboard: [www.flipboard.com](http://www.flipboard.com)

- Site for news articles
- You can save articles to look at later

### Facebook “Save” Option

- Save posts as you scroll through your Facebook feed to revisit later

### Google

- Just type in questions that might be on your audience’s mind
- You can use search tools to pinpoint articles posted within the past week/month/year

### Pinterest



- Lots of good blog posts

#### Colleagues

- Post links to your colleagues and referral partners

#### Event Calendars

- Post events for your city or industry

#### National Holidays/Fun Days

- National Day Calendar: <https://nationaldaycalendar.com/>
- CheckIDay: <https://www.checkiday.com/>

## Content - Inspirational Posts

#### Create Your Own

- Canva
- Stencil

#### Pinterest

- Search for quotes, infographics, comics

#### Google

- Search for specific quotes or funny

#### Quotes

- Goodreads: [www.goodreads.com/quotes](http://www.goodreads.com/quotes)
- BrainyQuote: [www.brainyquote.com](http://www.brainyquote.com)

