



Social Media Strategy for Busy Businesses

Save time and boost engagement on
social media!



Why Social Media?

#1

Social networking is the #1 online activity in the US. Average users spend 37 minutes/day on social networks.

60.5%

of internet users are on Facebook

70%

of B2C marketers have acquired customers through Facebook.

7 of 10

Consumers are more willing to use a business that has info available on social media.

Not Enough Time

What if you only had to spend 8 hours a year
creating Facebook posts?

This can easily be done!



Secret to Saving Time: Batching

Use batching on social media to save time the same way you batch other tasks in life: dishes, laundry, grocery shopping.

- Create social media posts in batches.
- Use scheduling tool to publish without logging back in daily.
- Schedule times to engage with fans.

This sounds great, but...



“Where do I get content for so many posts right now?”

“My business is too seasonal to post that far in advance.”

“My fans will notice. It will be too automated.”

“I don’t know what will be going on 2-3 months from now.”

“I want to post last minute specials and announcements, or fun photos I’ve taken.”

This sounds great, but...

“Where do I get content for so many posts right now?”

You may have months, even years of social media posts. (Bonus: with fan data!)

“My business is too seasonal to post that far in advance.”

Seasons repeat themselves. You know what’s coming.

“My fans will notice. It will be too automated.”

Anyone who notices must be a huge fan!

“I want to post last minute specials and announcements, or fun photos I’ve taken.”

You should!

Evergreen Content

Sustainable, lasting content that stays relevant long past its original publishing.

- Blog posts about area activities - Top 3 Hikes, Best Family Activities, etc.
- “How to” blog posts
- Photos - Wildlife sightings, views, fish being caught, welcoming hotel rooms
- Videos

Not evergreen content:

- News articles and announcements
- Content about a specific event or holiday
- Anything trendy that is likely to change



Don't Let Your Content Go to Waste

You see all of your social media posts, but your fans don't!

Organic Facebook reach is low. Many people won't see your posts.

Not everyone uses social media every day.

Audit your old posts to find and collect evergreen content.

Tip: One small change to an old post can give it a new twist!

Collect and Create the Content

1. Decide on your mix of content

- 50% Photos
- 20% Blog Posts
- 20% Calls to action/Promotions
- 10% Videos

2. Decide how often will you post

- Check timing of past posts
- Ideally several times per week
- Example: 3 times per week, 52 weeks per year = 156. Broken out into 4 quarters = 39 posts each time you schedule a batch.
 - About 20 photos, 8 blog post links, 7 promo posts, and 4 videos.

Collect and Create the Content

3. Create the content in your tool of choice

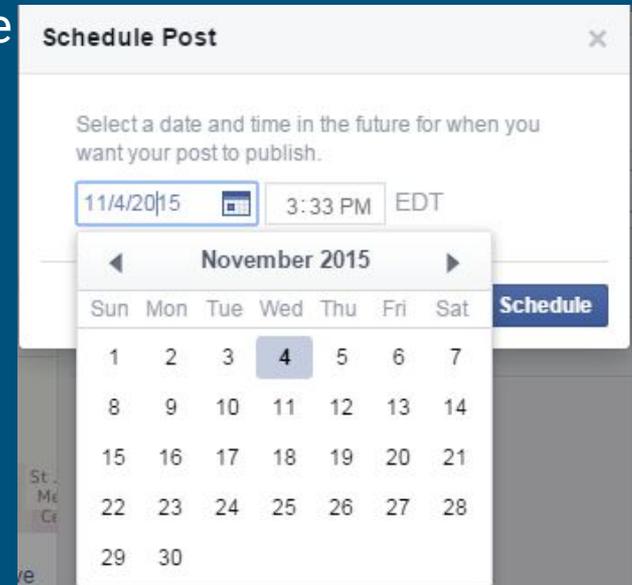
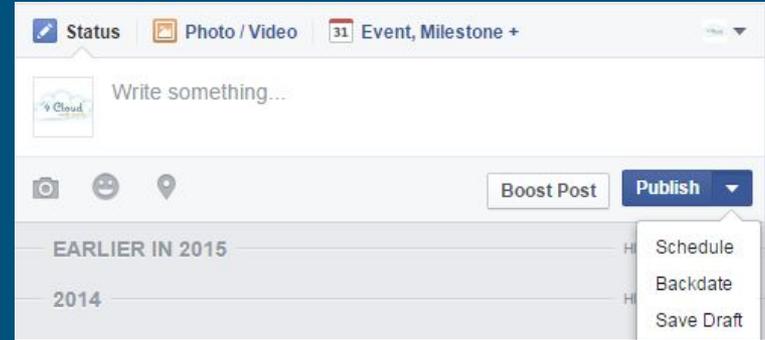
- Only using Facebook? Organize in a document, such as Excel, and schedule directly on Facebook.
- Facebook and Twitter linked: Same as above, and each post will go to Twitter
- Different content on Facebook and Twitter or more social media outlets: Use tool such as Hootsuite

4. Don't worry about social media for the next 3 months!

- Schedule a time to check in weekly (or more) to engage with fans.

Free Tools to Use

1. Hootsuite
 - Free for up to 3 profiles
2. Excel or similar + Facebook scheduling feature
3. Buffer
 - \$10-\$50 per month
4. Edgar
 - \$49 per month



Take Control of Your Social Media Strategy!

1. Decide on content mix and posting schedule
2. Audit content and gather evergreen content
3. Create the posts
4. Schedule them out
5. Plan your engagement times
6. Relax!

Quick Tips

- Wednesday, Thursday and Friday afternoons generally have the best Facebook engagement
- Avoid scheduling posts before 8 AM or after 8 PM
- Ask questions to encourage comments
 - Don't forget to respond!
- Be visual
- Make it personal
- Apply batching strategy to blog posts

Questions?

