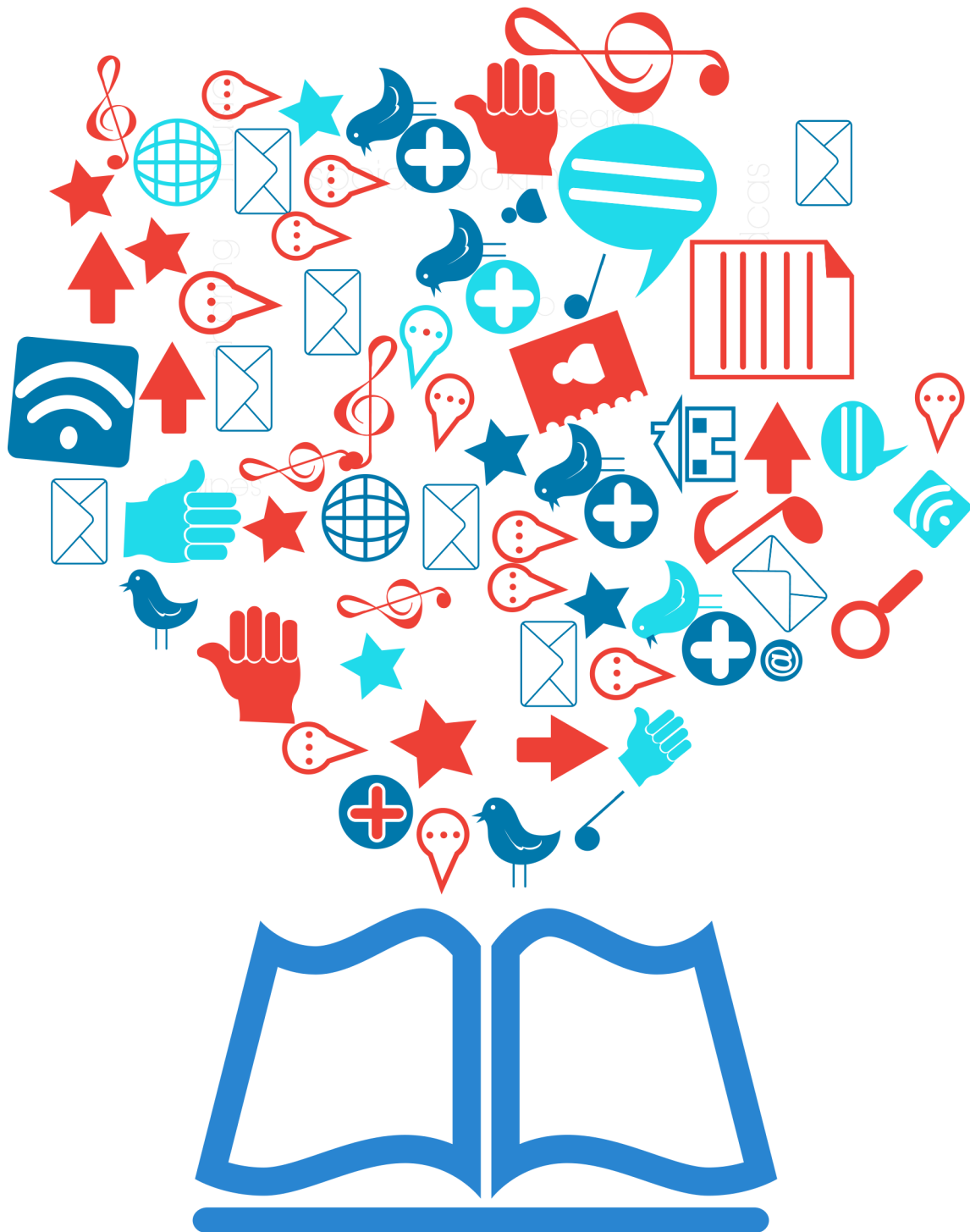


Content Creation and Posting for Social Media



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First of all, **WHAT** are the different social media platforms and what are their unique purposes to businesses?

Why do you want to target prospects on Social Media?

How are you going to connect to your prospects and customer without spending a LOT?

Where and which social media platform can you find your target audience?

When is the right time to connect with them?

Here's a quick guide to generating stories, images and videos to be used as status updates for social media, without draining your brain finding the right words or the right topics to talk about.

- 1 Identify the different topics or keywords you want to find for a business

Examples:

Telecom – cloud, cloud computing, colocation, managed hosting, VoIP, SaaS, funny telecom quotes

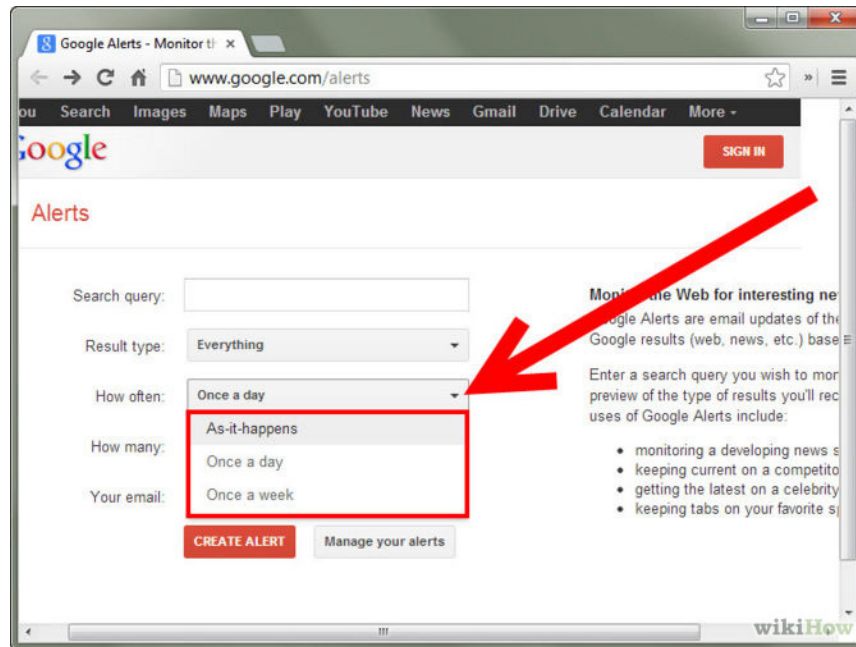
Fashion – 2014 fashion trends, party dresses, casual dresses, day to night outfits, fashion tips, celebrity fashion, fashion police, designer fashion images

Recipes – chicken recipes, easy recipes, homemade recipes, food recipes, healthy recipes, low fat recipes, pork recipes, beef recipes, dessert, cooking videos

Insurance – life insurance, car insurance, medical insurance, travel insurance, insurance quotes, real life insurance stories

- 2 Create Google Alerts using those topics or keywords

- a. Go to <http://www.google.com.ph/alerts>
- b. Set up Google Alerts (Tip: It's best to create a separate email for Google Alerts, especially when you're managing multiple social media platforms with different niches.)



c. Wait for your alerts to start pouring in.

3 Once you have alerts in your inbox:

- a. Choose the most relevant articles and start posting
- b. Aside from articles, be on the lookout for highly shareable content (quotes, infographic, memes and videos)
- c. Put more focus on looking for GOOD NEWS, FUNNY STUFF and HEARTWARMING stories

4 Best posting formats:



Facebook

A snippet from the body of the article or a short description if you're posting an image, short link to the source and hashtags on keywords.



Google+

A snippet from the body of the article or a short description if you're posting an image, short link to the source and hashtags on keywords.



YouTube

Aside from sharing a video, put in a brief description of the video and encourage people to like or share. Don't forget to hashtag keywords.



Twitter

Title of the article, short link, short comment and hashtags on keywords.

