



S O C I A L M E D I A *planning* W O R K B O O K

FEMALE ENTREPRENEUR ASSOCIATION





Hello lovely,

I'm so excited that you've downloaded our Social Media Planning Kit.

I'm Carrie Green, the founder of the Female Entrepreneur Association and the author of the bestselling book, *She Means Business: How to Turn Your Ideas into Reality and Become a Wildly Successful Entrepreneur* and I'm excited to help you create the perfect social media content plan to grow your business!

First things first, I know how overwhelming planning out content for social media can be. You're supposed to...

- Come up with super engaging content
- Keep up with posting out
- While trying to grow your business
- And do a million other things

...It ends up leaving you feeling like you're on a content creation hamster wheel and it's exhausting to keep up.

Well, enough of that!

I know what it takes to grow a large social media following - we have close to a million followers across our social media platforms. I can also tell you that the impact this has on our bottom line is huge... it's directly responsible for generating over \$1 million in revenue.

The best part is that social media is a very powerful tool that's available to all of us and we can all make it work.

Every single one of us can grow a huge following of engaged fans and attract our dream customers to us through it.

It's not a question of if you can, it's a question of will you do it?

And I'm here to tell you that there's no secret formula you need to figure out in order to make it work for you and you don't have to create some complicated setup in order to make it happen either:

The key is actually to keep things simple.

So I'm going to share with you my social media planning kit to help you develop a content strategy that won't leave you feeling overwhelmed, but will help you to GROW.

Here's what we're going to cover:

1	What to focus on
2	That types of content to post out
3	How to become a content idea superstar
4	Creating content your audience will LOVE
5	Creating the perfect content schedule
6	Tools for making your life easier

Ready to start? Then let's begin...

PART I: WHAT TO FOCUS ON

I want to begin with focus, because the #1 mistake I see entrepreneurs make is trying to keep up on multiple social media platforms. They're afraid that if they're not everywhere they won't grow as fast... it's a lie.

The people who are growing the biggest and most engaging social media followings are those who focus on being amazing on ONE platform.

I know this can lead to FOMO, but it's absolutely imperative for your sanity and your success that you pick one social media platform to become your primary focus.

So how do you pick?

Great question! I don't have a crystal ball to tell you what the best platform for you to use is, but you don't need one. Let's be honest, all platforms can probably work, but perhaps some a little better than others, so **here are some questions you need to ask yourself to help you identify which platform you want to focus on:**

1. Which social media platform are your audience most likely to be on and engage with the most?

2. Thinking about the type of business you're building, what social media platform will help you to attract the right customers? (For example, if you're a coach Facebook groups might work best, because you can focus on building 1-1 relationships, but if you're selling prints for children's nurseries Pinterest might be the best platform, because a lot of parents will search Pinterest for nursery inspiration as they're looking to buy for their nursery.)

3. Which social media platform do you enjoy spending time on the most? Yes, this has to factor into your decision, because if you don't like using Instagram it's going to make growing a successful following on it more challenging!

When I started the Female Entrepreneur Association back in 2011 (when social media looked a lot different to now), I decided that Facebook was the best platform for me to focus on, so I put everything I had into figuring out how to grow an engaged following on there and forgot about the rest.

I didn't know 100% that it would work, but I made a decision and went for it. The truth is, often when we make a decision like this and go for it we will find a way to make it work if we really want it to work.

So what platform are you going to make you #1?



Commit to becoming the expert of growing an engaged following on this platform. You can do it!

PART 2: WHAT TYPES OF CONTENT TO POST OUT

Now you know what your #1 social media platform is going to be, let's figure out what types of content you need to be creating.

Knowing what types of content will appeal to your audience can be one of the most overwhelming parts of keeping up with social media, so the key is to keep it simple.

Over the years we've focused on producing the same types of content, these have been:

1. Inspirational picture quotes
2. Top tips graphics
3. Affirmations graphics
4. Sharing our content (blog posts/videos/podcasts/freebies)
5. Sharing our offerings (book, products, membership)

This is 5 types of content to worry about. When we categorise it like this it becomes so much easier to manage. We know what we have to create, so we can get on and make a plan to create it.

I know a lot of people who just have one category of content and do amazingly well with it. In fact, on our @femaleentrepreneurassociation page on Instagram, James on Team FEA has the job of growing it and it's growing by the thousands each week... all he's focusing on sharing are inspirational picture quotes. That's it.

A great starting place can often be searching to see who are the people out there doing what you do, who have managed to grow a big social media following. For example, you might have a thriving candle business, but you're yet to start an Instagram page.

1. Take the time to go to Instagram, Facebook etc. and search for Jo Malone, Neom and any other candle brands that your customer might also buy. What types of content are they sharing?

2. A lot of brands often think outside of the box with the content they share, so it won't be just photos of candles. What kind of unusual content are they sharing that could help you with yours?

3. How do they weave in their products to styled photos, so that it looks natural and doesn't look like an advert?

Searching social media is often a great way to get inspired and give you ideas on how to find your own style.

What kind of content do you want to create? What makes you excited? This could be styled photos, it could be inspirational quotes, blog posts, inspiring videos you come across, it could be GIFs that make you giggle - what do you love and what do you think your audience will love?

PART 3: BECOMING A CONTENT IDEA SUPERSTAR

A big challenge people face when it comes to growing on social media is coming up with ideas of things to post out... you end up feeling exhausted having to think stuff up and then a day goes by and you forget to post out, because you've not planned anything, then another day goes by, and another.

Lack of consistency is what KILLS most peoples attempt to create success on social media.

The way to avoid this is to always have a stash of amazing ideas for content you can post out.

So, here are my top tips for doing just that...

Creating Your Idea Superstar Routine



One of the best ways to become a content idea superstar is to get into a routine, where planning and researching your content just becomes a habit, rather than a chore.

For example, maybe for you this will be first thing on a Monday morning - you'll do your research, brainstorming and planning for the week ahead or maybe it'll be a fun Friday morning activity, it doesn't matter when you set time aside for this, the key is that you set the time aside - and get super intentional and strict with yourself about sticking to it!



STEP

1

Pick a day

Decide when you're going to set time aside for brainstorming content ideas. Like I mentioned above, it doesn't matter when it is, what matters is that you block this into your calendar every week and stick to it!





STEP

2

Block out 30 minutes to 2 hours for brainstorming

When you start your session literally get your phone and set a timer on your phone. That way you can't go over and get lost on a social media spiral (we've all been there, usually sat on the toilet, right?).



STEP

3

Make a list of companies and brands that you love and use them for research

You can refer to this list during every brainstorming session. Include on it companies/people that are similar to you and also companies that are in totally different industries that you just love. During each session head to their social media profile and look at what content they've been posting out.

What stands out? What do you love? Bookmark/save/screenshot posts that you love. Make sure you write down any content ideas that come to you while researching.



This is not about copying other people, it's about getting inspired and paying attention to what's happening on social media and what's working for other people. For example, there's a baby company that I follow on social media, what they post out has nothing to do with what I post out, but one day while researching I noticed they'd shared an amazing case study... this sparked an idea - I could create super inspiring case study type posts. Another time on a wedding company I follow they posted out a really good opinion post and it inspired me to think of great opinion-type posts I could create for my audience.

Often I'll see amazing quotes that people share and it inspires me to share them with my audience too - you don't have to keep doing the hard work yourself, if you're looking for content ideas and quotes to post out, there are other accounts posting similar things out, so go get inspired!!



STEP

4

Look at what you have coming up

So beginning the session by researching and seeing what else is going on out there can get the ideas flowing, but now it's time to turn the focus around on your business. Have a think about what you have coming up over the next week that you could share. Will you be creating a piece of content, like a video, a blog post or a podcast? Do you have any fun news to share? What's going on in your world that you think your audience would love to hear about? Make a list of what's coming up so you can begin to plan out what you're going to post out and when you're going to post it out.



STEP

5

Write it all down

Now you've been inspired with fun ideas and also looked at what you have coming up over the next 7 days, start brainstorming 7 things you could post out over the next 7 days. We can all take a moment to think of 7 things that our audience would love to see. The key is not to overwhelm yourself thinking of 30 things to post out, even if you just post out once a day you'll grow so much than if you aim too high and the struggle to stay consistent.



BONUS

Tip

Keep a notebook and pen with you, in your bag or on your desk, for when inspiration strikes for ideas of what content you can create. I always get inspiration coming to me at random times, and whenever I say to myself "ooh I must remember that" 99% of the time I forget. So WRITE IT DOWN!

PART 4: CREATING LOVEABLE CONTENT

After you have done your research & planning time and you've now got a long list of ideas, it's time to start putting that into content form.

Let's say for the week ahead you've decided you're going to post out 5 times on your Facebook page. You're going to share 1 blog post, share 1 video and then share 3 images.

Example #1: Blog Post



For this example let's say you're a wedding invitation designer, so it's likely the majority of your followers are brides and you want to attract more brides to follow your page:

Create a blog post that brides are going to resonate with and love, this could be titled The Top 10 Things to Have Nearby on Your Wedding Day and you share your top items that every bride will need on their big day. It's not advertising your wedding stationery at all, it's about connecting with your audience and getting them to interact.

When you come to share the post on your Facebook page, link to your article and write an engaging post:

e.g. "These are my essential items to have with you on your big day. I'd love to hear what you're planning on having with you on your wedding day? Share with me in the comments <3"

BONUS

Tip

Always remember to check back on your content to see who might have commented, then engage and respond to their comments and questions. This shows that you care and also shows the social media platform that you are engaging with your followers.

Example #2: Video Post



Video is a brilliant media to use, so definitely consider getting involved. Social media platforms absolutely love it and your followers will too because they get to see & know you better.

For this example let's say you're a mentor or coach and let's say your followers and target audience are women in the catering industry:

- Create a video that your followers and target audience are going to resonate with. This could be titled *The Amazing Secrets I Learnt From Working 15 Years in the Hospitality Industry*. Share valuable information in your video that your followers will love and keep the video short enough that people will watch it all the way through:
e.g. "During my events I would take photos on my phone and share there with my clients in a follow up email the next morning, congratulating them on a successful event. They absolutely loved this follow up email and my personal photos from the evening..."
- At the end of your video you could also link to a blog post or other videos you have on your website that then gets them to your site which in turn you could get them to sign up to your mailing list:
e.g. "Be sure to check out my website www.example.com for more videos and articles like this."

BONUS *Tip*

Use #hashtags in your video description that might attract your audience. For example, "My top #coachingtips for #catering #entrepreneurs and businesses"

Example #3: Image Post



Image posts can cover various different genres, the image could be an interesting or inspiring quote, it could be a photo or graphic or it could be a GIF (which is a moving image).

Whichever option you use there's a few points worth considering with image posts:

- Make sure it's relevant and easy to read/understand. If you're sharing an inspiring quote, make sure the font & text size you use are easy to read. Also make sure the colours are in keeping with your brand.
- Don't share a cryptic image post that only you are going to understand. If you're sharing an image, make sure it's clear what the post is about and make it relevant. A photo of your lunch isn't going to be relevant to your audience if you're a graphic designer, but if you're a health and wellness expert, a photo of your lunch might be exactly what you post if you're sharing dietary or meal advice etc.
- Mix it up. Don't keep posting photos of the same thing. One day you might share an image quote, the next day you might share a personal photo of you behind the scenes with some amazing advice, another photo might be of a new free download you've created, sharing info in the post description. Vary your content and see what works best for you and gets the most engagement.

BONUS

Tip

Be sure to check your metrics. All social media platforms provide metrics for your account, so be sure to check these out. On Instagram, for example, make sure your profile is a business profile so you can access your post metrics. You'll be able to see how many views, likes and other interaction your post has had. This can be importing insight into what your audience loves or doesn't love.

PART 5: CREATING YOUR CONTENT SCHEDULE

Once you have created your content for the week, it's now the time to schedule and create your posts. On Facebook pages you can create your posts and then click an option to schedule the time and date these will go live. However, on Instagram this option isn't available, but you can create the post and then save it as a draft to post out easily at your desired time.

Working out what time is best to schedule your content is going to be a lot of trial and error, but there are a few factors to consider which should help you, depending on your target audience.

- What time will your audience be active on social media? For many, social media is a pleasure they indulge in during down time. e.g. before the start of the work day, on the commute to and from work, or even whilst sat on the sofa at night. Let's say you have a children's clothing brand, so your target audience is mums. They might be more likely to be checking Instagram early in the morning around 6am or 7am, so this might be an ideal time to post out.
- The time of day is also an important factor to consider depending on where in the world your audience are based. For example, if you are based in Australia, but you sell products mainly to customers in Europe, you would need to factor in the time difference when posting.
- Test test test. See what works best for you. If one week you post Monday to Friday, the next week change your days and include Saturday and Sunday instead. Use the metrics on your social media account to see which is more popular with your audience. Keep testing to see when is most popular for you.

BONUS

Tip

Don't post too many times during the same day, otherwise your content is just competing with itself to get seen on your follower's timelines. Once a day or every other day is more than suitable.

PART 6: COOL TOOLS TO USE

There are lots of great tools out there that will help you create amazing posts for your social media. Lots of them are free and some of them are super affordable and worth spending the small monthly or yearly fee.

Some of our favourites are listed below including how we like to use them:

- **Canva** - this is a great tool that so many people know about, but if you aren't aware of it head to canva.com where you can try it out. There is a free version as well as a paid version if you're looking for something more advanced.
- **Animoto** - this is a brilliant platform for editing short videos, adding text, photos and video to animate in to short clips for your social media.
- **MeetEdgar** - you can use MeetEdgar to add your posts in bulk to then automatically post out for you. Be sure to check which platform you're using it with, as some platforms don't like auto-post applications, but others are fine with them.
- **Creative Market** - we love Creative Market for amazing graphics, images and fonts which enable us to make our content look more on brand
- **Adobe Stock** - there are lots of sites out there where you can get stock photos, footage, audio and more to use in your posts. Adobe Stock is one of our favourites.
- **Envato** - this is another great place to go for many things, including graphics, fonts, videos, audio and even website themes!

WHAT'S NEXT?

I hope you've got so much out of this workbook!

If you want more help and support to build a wildly successful business, then come and join us over inside our Members' Club. You'll have all the help and support you need to make incredible progress!

COME JOIN THE MEMBERS' CLUB

- Connect with over 5000 amazing female entrepreneurs from all over the world
- Access 40+ incredible trainings to show you how to grow your business
- Get your burning business questions answered
- Take part in our monthly mastermind calls and get the support you need
- Get an accountability partner too!
- + so much more!

Check it all out here: www.jointhemembersclub.com

See you over there!

Carrie xx