

The extGen

Social Media Strategy Template.

Workbook



This workbook provides several models developed specifically for the programme to help guide development of a truly bespoke social strategy.

Your social media strategy will be as unique as your business, but many people try to sell a 'silver bullet' approach. Let me tell you, sadly there is no secret recipe to social media success and the foundations are as simple as any other marketing tactic:

- ➔ **Right offering**
- ➔ **Right person**
- ➔ **Right time**
- ➔ **Right place**
- ➔ **Right messaging**

To make sure you have the foundations in place, refer to my 'Marketing Strategy

A good place to start.

A good place to start, is to see what is working well already within your marketplace. I would never suggest that we copy what your competitors are doing, but reviewing their activity and its success is an under-rated learning tool that will allow you to start to understand what is working really well and not so well out in the wild.

You don't necessarily have to pick a direct competitor to analyse, but those within your industry, similar industries, or with the same target audience profile would be most useful.

For this task I want you to **select up to 5 brands to review** and if you have already started with your social media, then I'd like you to apply the same analysis to what you have done so far.

Competitor Brand.

List each of the social media channels used and the number of followers on each channel.

Strengths Review the posts that get a good response in terms of likes & comments and look for patterns between the most popular ones.

Weaknesses Review the posts that get a good response in terms of likes & comments and look for patterns between the most popular ones.

Note – Not all posts are designed to drive engagement, some are designed to convert, so having some low engagement on posts is OK.

Key Insights. Write your most important observations here.

Why engagement (likes, comments, shares) matter...

Engagement matters because it is what drives growth for your social media channel. The more people who interact with your posts, the more people see them and become part of your community.

A large community in itself doesn't necessarily drive sales, so you need to make sure that the content you create is relevant to your brand and offer as this will ensure that your audience is aligned with your business target market.

Why posts without high engagement can be good...

Not all posts are designed to illicit comments, likes and shares, some are designed to produce leads or sales.

If you are creating content to promote a product or ask people to get in touch regarding your service, then also encouraging them to comment or interact becomes a distraction. **Keep one clear call to action for promotional posts.**

The 80/20 vs. 50/50 rule.

The commonly accepted rule for promotional content vs. content designed for engagement is based on the Pareto Rule – 80% engagement, 20% promotion.

This will not work for all brands, for example, if you are a venue hosting a range of events across the week, you are going to be promoting those events throughout the week. I prefer to advise that a 50/50 split is more realistic for most small businesses starting out on social media.

You might find that what feels right for you lands somewhere between the two, so aiming anywhere between 50–80% engagement content will see you well. Use this as a rule of thumb when you are planning your content calendar.

What type of content should I be posting?

Content pillars are the foundation of your social media strategy and they provide focus, consistency and ensure alignment with your overall strategy.

The structure on the next page will become your content pillars. The top of your pillars should be overarching subject areas or goals, such as:

- ➔ Engagement specific posts (memes, competitions, polls, Q&As)
- ➔ Trust markers (testimonials, memberships, case studies, etc.)
- ➔ Behind the scenes (production videos, a day-in-the-life, your business journey, event coverage, etc.)
- ➔ Thought leadership (industry news comments, opinion pieces, interviews with experts, etc.)
- ➔ Inspirational content (customer successes & achievements, quotes, celebrations, etc.)
- ➔ Promotional (product announcements, offers, event promos, product demos, influencer partnerships, benefit & comparisons, etc.)

Refer to pages 18–30 for comprehensive lists of different types of content that you could produce.

Now lets develop your content pillars...

Structuring your content.

How many times per week should I be posting?

The recommended number of times per week for posting differs depending on which platform you are using, for example, if you are using 'X', whereby the feed is very fast-flowing, then you might want to post multiple times a day, however a platform like 'LinkedIn', where the feed is not so fast-paced, then you might choose a couple of times a week.

A common opinion is that every day is optimal and therefore people often try to post everyday. This can actually be very time consuming and less sustainable as your business grows.

The best way to assess how often you need to post is to take a balanced view of:

- ➔ The platforms you are using and how fast-flowing the feed is.
- ➔ How critical your social media presence is within your marketing strategy – If you are a consumer ecommerce brand then this is likely to be pretty high on the list, if you are an accountant then you might find that you get a lot of your business via word-of-mouth and that social media is a complement to other things.
- ➔ The time you can sustainably invest – if that's 2 posts a week then that is better than nothing. Just remember that as your business grows your time will become more constrained particularly if you are a service-based business, so pick a strategy that will be sustainable even when you are busy.

Structuring your month.

The next task is to create a structure for the month ahead. This will give you a chance to test out your new content and make tweaks for the following month.

This is absolutely a learning process, so keep an eye on what's working and what doesn't do so well and weed out the content that doesn't perform until you are left with a full calendar of what does.

You don't have to fill in every day, remember the number of times per week that you post is down to you, so don't feel obliged.

Add your type of content first, based on your chosen split of engagement and promotional content. If you're not sure, start with 50/50 and review after 1 month.

Week ➡	Week 1	Week 2	Week 3	Week 4
Day ➡	Monday	Monday	Monday	Monday
Type of content (Promotional or engagement)				
Content type (from your pillars)				
Day ➡	Tuesday	Tuesday	Tuesday	Tuesday
Type of content (Promotional or engagement)				
Content type (from your pillars)				
Day ➡	Wednesday	Wednesday	Wednesday	Wednesday
Type of content (Promotional or engagement)				
Content type (from your pillars)				

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the next page.

Day ➡	Thursday	Thursday	Thursday	Thursday
Type of content (Promotional or engagement)				
Content type (from your pillars)				
Day ➡	Friday	Friday	Friday	Friday
Type of content (Promotional or engagement)				
Content type (from your pillars)				
Day ➡	Saturday	Saturday	Saturday	Saturday
Type of content (Promotional or engagement)				
Content type (from your pillars)				
Day ➡	Sunday	Sunday	Sunday	Sunday
Type of content (Promotional or engagement)				
Content type (from your pillars)				

Drafting posts.

In an ideal world, we would all be creating content specifically for each social media channel, but realistically, unless you have picked a key focus, this is a challenge on time resources.

My suggestion would be that you create a draft for your priority channel and then adapt it to fit other channels.

You can draft content as and when but the more you can do ahead, or at least come up with ideas for, the easier this will make your job when you are trying to remember to make content which could well be on the fly alongside running your business.

Lets come up with content ideas that align with your structure for the month ahead.

You can refer to the back of the workbook for content ideas.

Day	Content Type	Idea Draft
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Content ideas by type.

Here are some comprehensive lists of content ideas to provide you with some inspiration for your content pillars.

Educational Content Ideas:

How-to Guides and Tutorials –

- ➔ Step-by-step instructions on using your products or services.
- ➔ DIY projects or crafts related to your industry.
- ➔ Tips for troubleshooting common problems.

Industry Tips and Best Practices –

- ➔ Tips for optimising workflows or improving efficiency.
- ➔ Best practices for industry-specific tasks.
- ➔ Advice on avoiding common mistakes.

Infographics –

- ➔ Visual representations of complex data or concepts.
- ➔ Step-by-step processes or workflows.
- ➔ Summarised industry statistics and trends.

Educational Videos –

- ➔ Short explainer videos on industry topics.
- ➔ Interviews with experts or thought leaders.
- ➔ Webinars or recorded presentations.

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the next page.

Blog Post Summaries –

- ➔ Key takeaways from recent blog posts.
- ➔ Highlights from industry reports or whitepapers.
- ➔ Summarised research findings.

Industry News and Updates –

- ➔ Latest trends and developments in your industry.
- ➔ Regulatory changes or new standards. Innovations and emerging technologies.

Case Studies and Success Stories –

- ➔ Detailed case studies showcasing how your product or service solved a problem.
- ➔ Success stories of customers who achieved great results.
- ➔ Examples of best practices applied in real-life scenarios.

FAQs and Answering Common Questions –

- ➔ Frequently asked questions about your products or services.
- ➔ Common misconceptions and clarifications.
- ➔ Detailed answers to customer inquiries.

Tools and Resources –

- ➔ Recommendations for useful tools or software.
- ➔ Free resources, such as templates, checklists, or e-books.
- ➔ Links to helpful articles, blogs, or websites.

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the next page.

Checklists and Cheat Sheets –

- ➔ Printable or downloadable checklists for specific tasks.
- ➔ Cheat sheets for industry-specific processes.
- ➔ Quick-reference guides for complex topics.

Quizzes and Assessments –

- ➔ Interactive quizzes to test industry knowledge.
- ➔ Self-assessment tools for skills or knowledge.
- ➔ Fun facts related to your field.

Glossaries and Definitions –

- ➔ Glossaries of industry-specific terms.
- ➔ Definitions of technical jargon or acronyms.
- ➔ Explanations of key concepts and theories.

Research Findings and Insights –

- ➔ Summaries of recent research studies.
- ➔ Insights and analysis from industry reports.
- ➔ Data-driven posts with charts and graphs.

Historical Facts and Evolution –

- ➔ Historical milestones in your industry.
- ➔ Evolution of technologies or practices over time.
- ➔ Key figures and their contributions.

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the next page.

Myth-Busting Posts –

- ➔ Common myths and misconceptions about your industry.
- ➔ Facts and evidence to debunk myths.
- ➔ Clarifications of frequently misunderstood topics.

Sustainability and Ethics –

- ➔ Tips for sustainable practices in your industry.
- ➔ Ethical considerations and best practices.
- ➔ Case studies of companies leading in sustainability.

Trust Markers Content Ideas:

Customer Testimonials and Reviews –

- ➔ **Video Testimonials:**
Short videos of satisfied customers sharing their experiences.
- ➔ **Written Reviews:**
Highlight positive reviews from customers on your social media pages.
- ➔ **Quotes:**
Share quotes from customer feedback with their permission.

Case Studies and Success Stories –

- ➔ **Detailed Case Studies:**
In-depth posts detailing how your product or service solved a problem for a customer.
- ➔ **Before-and-After Stories:**
Visual or written content showing the transformation a customer experienced.
- ➔ **Success Metrics:**
Sharing quantifiable results that customers achieved using your product.

Behind-the-Scenes Content –

- ➔ **Company Culture:**
Photos or videos showcasing your team and company events.
- ➔ **Production Process:**
Insight into how your products are made or services are delivered.
- ➔ **Day-in-the-Life:**
Posts showing a typical day at your company, highlighting employee roles and contributions.

User-Generated Content –

- ➔ **Customer Photos and Videos:**
Sharing content created by your customers using your products.
- ➔ **Feature Stories:**
Highlighting stories or experiences shared by your customers.
- ➔ **Reposts and Mentions:**
Reposting content where your brand is mentioned positively.

Certifications and Awards –

- ➔ **Industry Certifications:**
Sharing your industry certifications and what they mean.
- ➔ **Awards and Recognitions:**
Announcing awards your company has received.
- ➔ **Quality Seals:**
Displaying seals of approval or certifications that signify trust and quality.

Transparent Communication –

- ➔ **Company Announcements:**
Honest and transparent updates about your company, including challenges and how you address them.
- ➔ **Policy Changes:**
Clearly explaining any changes in policies that affect your customers.
- ➔ **Future Plans:**
Sharing your company's vision and future plans to show long-term commitment.

Expert Endorsements –

- ➔ **Influencer Partnerships:**
Collaborations with respected influencers who genuinely endorse your products.
- ➔ **Industry Expert Opinions:**
Featuring quotes or videos from industry experts endorsing your brand.
- ➔ **Guest Posts:**
Inviting experts to write or speak about your products on your social media platforms.

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the next page.

Customer Support and Interaction –

- ➔ **Responsive Replies:**
Prompt and helpful responses to customer inquiries and comments.
- ➔ **Support Stories:**
Highlighting stories where your support team went above and beyond to help customers.
- ➔ **FAQ Sessions:**
Hosting live Q&A sessions to answer common questions and concerns.

Social Proof –

- ➔ **Milestone Celebrations:**
Celebrating milestones like the number of customers served or products sold.
- ➔ **Client Logos:**
Sharing logos of well-known clients who use your products or services.
- ➔ **Partnership Announcements:**
Announcing partnerships with reputable companies or organizations.

Ethical Practices and Corporate Social Responsibility –

- ➔ **Sustainability Initiatives:**
Sharing your efforts in sustainability and environmental responsibility.
- ➔ **Community Involvement:**
Highlighting your involvement in community service or charitable activities.
- ➔ **Ethical Standards:**
Explaining your company's ethical standards and practices.

Data Security and Privacy (especially if you are SaaS business) –

- ➔ **Security Certifications:**
Sharing information about your data security measures and certifications.
- ➔ **Privacy Policies:**
Clearly explaining your privacy policies and how you protect customer data.
- ➔ **Security Tips:**
Providing tips on how customers can keep their data secure when using your services.

Behind the Scenes Content Ideas –

- ➔ **Office or Workspace Tours:**
Take your audience on a virtual tour of your office, studio, or workspace.

Show where the magic happens, introduce team members, and highlight unique features of your workspace.
- ➔ **Team Introductions:**
Introduce individual team members through short video interviews or bios.

Share their roles, responsibilities, and what they love most about working for your company.
- ➔ **Product Development Process:**
Document the process of creating a new product or service from conception to launch.

Show brainstorming sessions, design sketches, prototypes, and feedback sessions.

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the next page.

- ➔ **Behind-the-Scenes of Content Creation:**
Share the process of creating your content, whether it's blog posts, videos, podcasts, or social media posts.

Show scriptwriting, filming, editing, and any behind-the-scenes bloopers or funny moments.

- ➔ **Event Preparations:**
Document the preparations for an upcoming event, conference, or product launch.

Show behind-the-scenes footage of planning meetings, venue setup, and team rehearsals.

- ➔ **Customer Testimonials & Reviews:**
Share behind-the-scenes stories of satisfied customers or clients.

Interview customers about their experiences with your products or services and capture their testimonials on video.

- ➔ **Day-in-the-Life of Team Members:**
Follow team members throughout their day and showcase what a typical day looks like for them.

Highlight their routines, tasks, and interactions with colleagues or clients.

- ➔ **Company Culture & Traditions:**
Share the unique aspects of your company culture, such as team bonding activities, celebrations, or traditions.

Show how your team members unwind, collaborate, and have fun together.

- ➔ **Community Engagement & Giving Back:**
Highlight your company's involvement in the community through volunteer work, charity events, or partnerships.

Document behind-the-scenes efforts to give back and make a positive impact.

- ➔ **Office Challenges and Competitions:**
Organise friendly competitions or challenges among team members and document the process.

Show the preparation, excitement, and camaraderie as teams compete in various activities or games.

- ➔ **Product Demos and Prototypes:**
Give your audience a sneak peek of upcoming products or prototypes in development.

Show how products are tested, refined, and improved based on feedback and user testing.

- ➔ **Meetings and Strategy Sessions:**
Invite your audience to sit in on important meetings, strategy sessions, or brainstorming workshops.

Share insights into how decisions are made, challenges are addressed, and ideas are brought to life.

Engagement Content Ideas –

- ➔ **Ask Questions:**
Pose thought-provoking questions related to your industry, products, or current events.

Encourage your audience to share their opinions, experiences, or tips in the comments.

- ➔ **Polls and Surveys:**
Create polls or surveys to gather feedback from your audience on various topics.

Keep questions short and engaging to encourage participation, and share the results afterward to spark further discussion.

- ➔ **Caption Contests:**
Share a funny or intriguing image and invite your audience to come up with creative captions.

Encourage participants to leave their captions in the comments and choose a winner or feature the best captions in a follow-up post.

- ➔ **Fill-in-the-Blank Posts:**
Start a sentence or phrase and ask your audience to complete it in the comments.

This simple format encourages participation and allows for creative responses.

- ➔ **Challenges and Competitions:**
Launch challenges or competitions that encourage your audience to participate and showcase their skills or creativity.

Offer prizes or recognition for winners to incentivize participation.

- ➔ **Interactive Quizzes or Trivia:**
Create quizzes or trivia games related to your industry, brand, or niche interests.

Invite your audience to test their knowledge and challenge their friends to participate as well.

- ➔ **Behind-the-Scenes Sneak Peeks:**
Share exclusive behind-the-scenes content, such as sneak peeks of upcoming products, projects, or events.

Invite your audience to guess what's coming next or share their excitement in the comments.

- ➔ **Interactive Stories and Polls:**
Use interactive features like polls, quizzes, and question stickers in your Instagram or Facebook Stories.

Encourage your audience to participate by voting, answering questions, or sharing their thoughts directly within the story.

- ➔ **User-Generated Content Campaigns:**
Launch user-generated content campaigns where you encourage your audience to create and share content related to your brand.

Feature user-generated content on your profile and give credit to the creators to encourage further participation.

- ➔ **Caption This Image:**
Post a captivating or humorous image and ask your audience to come up with a caption.

Encourage creativity and engagement by liking or responding to the best captions.

- ➔ **Interactive Live Sessions:**
Host live Q&A sessions, tutorials, or discussions where your audience can interact with you in real-time.

Encourage viewers to ask questions, leave comments, and participate in polls during the live stream.

- ➔ **Share Personal Stories or Challenges:**
Open up about personal experiences, challenges, or lessons learned, and invite your audience to share their own stories.

Foster a supportive community where people feel comfortable sharing and connecting with each other.



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