







# WEEKLY CONTENT PLAN FOR SOCIAL MEDIA & BLOGS

The art of standing out on social media is balancing the right amount of activity with the right thing to say. This simple framework will assist you as a guide to schedule your weekly content on social.

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
TOPIC TO POST	 What you do	 What you read	 What you're known for	 What you read	 What you like	 What you like
WHAT IT'S ABOUT	Share with your audience what is coming up for your business	Demonstrate your know-how and share information that your clients and the community will find useful	Stand out by creating your own content that will help your audience and demonstrate your expertise and experience	As mentioned	What you like	As mentioned
IDEAS ABOUT WHAT TO POST	<ul style="list-style-type: none"> <li>Your upcoming events</li> <li>Interesting events you're attending</li> <li>Your key achievements/awards</li> <li>Your Key projects</li> <li>Feature of your people</li> <li>Feature of your clients</li> </ul>	<ul style="list-style-type: none"> <li>Share a relevant industry or news article</li> <li>A trend or interesting fact</li> <li>Find useful research or a case study</li> <li>Share a post from a popular spokesperson from your industry</li> </ul>	<ul style="list-style-type: none"> <li>Write a blog post that solves a problem that your clients have</li> <li>Record a video on a strategic theme that helps your clients and shows your thought leadership</li> <li>Write a case study about how you help</li> </ul>	As mentioned	<ul style="list-style-type: none"> <li>Behind the scenes snaps of what you've been up to</li> <li>An inspirational quote</li> <li>A post about a cause or issue you support</li> <li>A beautiful image of something relating to your industry</li> <li>A lighthearted video</li> </ul>	As mentioned

## HOW OFTEN SHOULD YOU POST?

Frequent posting means you're frequently on the minds of your clients and community. If you're thinking: 'No-one wants to see my posts every day!', that's not true. Consistency is key to standing out on social media and contributing to organic growth to grow your

followers and lists. At the same time, you need to work out what is manageable for you and your team. It needs to be frequent enough to create momentum and consistency, although not too often that it becomes unsustainable and you burn out and stop all together.

## MY GENERAL RULE



1 PER DAY



1 PER DAY



2-3 PER DAY



2-3 PER DAY



1 PER WEEK

## NEED HELP?

When it comes to social media, does it all seem like there's too much to know, takes too much time and is just too much effort? **Register for the 4 week Stand Out on Social Bootcamp to go from good intentions to great results.** The hardest part is starting out and gaining momentum, so join other businesses to get the job done.

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