



Putting your own branded spin on social media allows your brand to increase visibility and credibility. You engage with your colleagues, network and potential purchasers. Determine the kind of content you want to post, where it need to be seen and how often to post. **The path to success runs UpHill.**

## How Relevant is Social?

**Visibility** - Keeps you in front of the people and brands you value most.

**Credibility** - Followers see that you are engaged, current and relevant.

**SEO Benefits**- There is a small benefit to your website's searchability when you are utilizing social media



## Content Buckets:

### Content Buckets: A definition

Content buckets (categories) are topics that speak to different aspects of your business and demographics. These categories have one thing in mind: your business' mission.

**When you're creating content, remember that different platforms work for achieving different goals:**

**Facebook**, for many brands, drives the most referral traffic to websites, and works best for news and entertainment.

**Instagram** is less about driving traffic and more about visual content that is engaging.

**Pinterest** is a highly visual platform where infographics really thrive. When creating content, think of it as a search engine.

**LinkedIn** is dedicated to professionals. Use it to share industry news and curated articles.

**Twitter** encourages retweeting and sharing curated content but requires a lot of nurturing



## Content Buckets:

### Entertainment

Posts that are entertaining capture viewers who are on the platform to enjoy themselves. Sometimes you have to take off your business hat and put on your consumer hat to see the bigger picture. This content has a potential to be shared and shows your business in the light of “just like me” and less “company.”

#### Post Examples:

Fun Holidays                      Memes  
Jokes                                  Throwback/Nostalgia                      Puzzles  
Contests/Giveaways

### Inspiration

Inspirational posts are a great way to start or end a week and to shine some light into your follower’s day.

#### Post examples:

Quotes                                  Trivia                                  Gorgeous Images  
Personal stories from achievements



### Conversation

If your post idea lends itself to a conversation, start one. Your followers want to be listened to, not just talked at. Don’t just share something: Tell your audience what you think about the topic and ask what your audience to do the same.

#### Post Examples:

Questions                                  Polls                                  Fill in the Blanks                                  Ask for Advice  
“Caption this” photos

\*can be used in conjunction with educational content

Have you tried this? Have any more tips to share? Which tip is your favorite?

### Education

Build the trust factor and position yourself as an industry leader with pieces of your wisdom. Link a blog post, answer a FAQ, provide a tip or consider going Live. This type of content category warms your viewers up to what you’re selling.

#### Post Examples:

Tips & Tricks                                  Link to your or other blogs                                  Industry Research                                  Free Resources  
Answers to FAQ’s                                  Case Studies                                  Live Video Training                                  Online Downloads

## Content Buckets:

### Connection

Always strive to connect with your audience on a personal level. People buy from people. The more authentic you are on social media, the better chance you have of making a one-on-one connection.

#### Post Examples:

Behind the Scenes	Photos of Your Life	Nostalgia	Employee Features
Thanking Fans	Ask for Opinions	Stories	Product Previews
Shoutouts	Event Photos	Causes	

### Promotion

Generally speaking, about 10-20 percent of your social media content should be promotional. Social media is all about providing value, and if you're constantly posting sales pitches your audience will lose interest – fast.

#### Post Examples:

Webinars	Discounts or Freebies	Product Packages
Client Testimonials	New Services Offerings	

Some of these buckets will have crossover sometimes, and that's OK.

## What Do I Do With All This Knowledge, Gayle?

### Consider Your Resources

How much time or money do you have to spend on social?

### Decide How Much To Post

How many posts per month or week per platform are you willing to commit to?

### Weight the Importance of the Bucket and Figure the Numbers

Example: I am going to post 20 times per month on Facebook in the following amounts:

25% - Entertainment - 20 posts x .25 = 5 posts per month  
20% - Inspiration - 20 posts x .20 = 4 posts per month  
20% - Education - 20 posts x .20 = 4 posts per month  
10% - Conversation - 20 posts x .10 = 2 posts per month  
15% - Connection - 20 posts x .15 = 3 posts per month  
10% - Promotion - 20 posts x .10 = 2 posts per month

If you want to chat more about your social goals or have questions, please give a call or shoot an email.

