

Content marketing

CMI defines content marketing as “a strategic marketing approach of creating and distributing valuable, relevant, and consistent content to attract and acquire a clearly defined audience – with the objective of driving profitable customer action.”

Content Marketing 101

? x ? =



To 1:24. Watch the rest on your own >> video linked on #4503_sec4_social-media

SOCIAL MEDIA WORKSHOP DAY 3

- REVIEW:
 - PROFESSIONAL vs. PERSONAL
 - Business Info in Bio/Profile
- CONTENT CREATION
 - Definition
 - Goal
 - Key Terms
- CONTENT CALENDAR(S)
 - Required and Why
 - Schedulers
- THE BASICS
 - Create Shareable Content
 - #Hashtags
 - #Handle/Mentions
 - TinyURLs if necessary
 - Connect Everything and Grow
 - Know Your Audience + Track Your Results (Analytics)
- BEGIN: SOCIAL MEDIA PLAN C
 - INSTAGRAM
 - Post - Story - Reel - Live
 - 2024: Reels + Captions
 - Use Highlights
 - LINKED IN
 - BEHANCE
- REVIEW: SOCIAL MEDIA PLANS A & B
- WHAT'S DUE NEXT CLASS

30 DAYS OF SOCIAL MEDIA CONTENT CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

Monday	Tuesday	Wednesday	Thursday	Friday
Facebook Post a video from your business page. Check Linkedin Check Instagram Check Twitter	LinkedIn Share an industry article. Check Instagram Check Twitter	Instagram Post a carousel post. Check Facebook Check Twitter	Twitter Share a tweet from your business account. Check Facebook Check LinkedIn	YouTube Upload a video to your channel. Check Facebook Check LinkedIn

Why is it important to have a content calendar?
 A content calendar will give you a better perspective of your overall marketing strategy. You'll be able to align your post topics with your social media and email marketing content. Besides, it will help you mend content gaps and prevent you from missing your content's mark (or a deadline). Jan 7, 2024
 SocialPilot
<https://www.socialpilot.co/blog>
 Why Should You Be Using A Social Media Content Calendar?

- Don't be too specific. Think in ideas rather than specifics.
- Then each week, you repeat an idea, but with a new specific.
- See the examples where they would be repeated every week.
- Though you are only required to create a Weekly calendar intended to repeat, sometimes it's easier to understand the purpose when you consider planning monthly.
- Also, don't forget to include engagement, including replying to comments and checking others' feeds.

• Don't be too specific. Think in ideas rather than specifics.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 item Instagram Photo/Post of a carousel post with the image. Check Instagram Reply to posts Research all feeds	1 item Instagram Story of a carousel post with the image and Link to a landing page regarding design/ advertising. Check Instagram Reply to posts Research all feeds	1 item Instagram Post of a carousel post with the image and Link to a landing page regarding design/ advertising. Check Instagram Reply to posts Research all feeds	1 item Instagram Post of a carousel post with the image and Link to a landing page regarding design/ advertising. Check Instagram Reply to posts Research all feeds	1 item Instagram Photo/Post of a carousel post with the image and Link to a landing page regarding design/ advertising. Check Instagram Reply to posts Research all feeds	1 item Instagram Photo/Post of a carousel post with the image and Link to a landing page regarding design/ advertising. Check Instagram Reply to posts Research all feeds	1 item Instagram Photo/Post of a carousel post with the image and Link to a landing page regarding design/ advertising. Check Instagram Reply to posts Research all feeds

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WHY SHOULD YOU USE A SOCIAL MEDIA CONTENT CALENDAR?

- I will keep you organized and reduce stress.
- It will build credibility via consistency.



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<https://pragmabanking.com/blog/why-you-need-a-social-media-content-calendar>

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What do you get when you use the no.1 social media marketing platform??

More free time

Schedule across all your networks in a few taps. Repurpose assets. With Hootsuite, you can design, schedule, and publish content for all your networks from one dashboard. Create dazzling posts fast with Canva templates. Have AI write your captions and hashtags for you. Then get approval with seamless workflows.



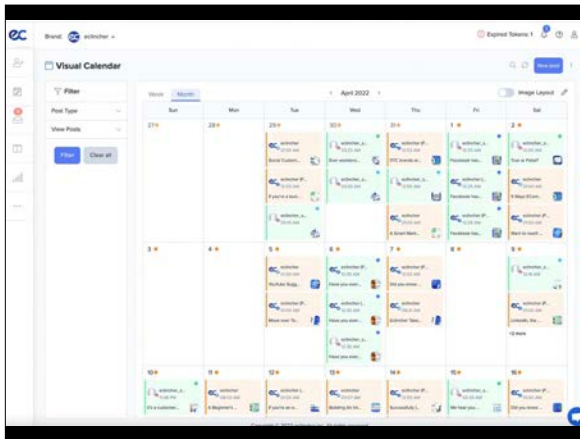
Big wins

Inner peace

Less work

Reputation protection

Explore all features



1. Schedule Instagram posts

Connect your Instagram creator account to Sprout Social. Adding your creator account gives you access to Business profile features like direct publishing, first comment, robust analytics and replying to comments in the Smart Inbox. Alternatively, you can continue to schedule Instagram posts using Creator Studio.

To schedule posts from the Creator Studio:

- Click the green **Create Post** button in the top left corner of your **Creator Studio dashboard**.
- Upload your content, write your caption, tag other accounts or include any other info you'd like.
- When you're ready to publish, hit the drop-down arrow next to **Publish** in the bottom right corner.



This is for a Creator account.

Business accounts have even more than this.

HOW TO SCHEDULE POSTS



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KEY TERMS

- URL
- SEO
- RSS
- DM
- Algorithm
- Analytics
- Feed (vs. Page)
- Audience (vs. User)
- Profile
- Influence
- #Hashtag
- @Handle/Mention
- UGC
- Crowdsourcing
- Ephemeral Content
- Discovery Content
- Share
- Cross-Channel
- Live Streaming

SHARE



Share refers to how many times a piece of content has been reposted on social media. There is a clickable 'share' feature on social media platforms that allows you to repost other user's content to your own timeline or newsfeed. Shareable content or content that is **useful, entertaining, and inspiring** is more likely to get shared by users on social media.

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DISCOVERY CONTENT

Or "Content Discovery" as the verb >

A user who is **not** presently following you finds the content you created on your public (Business) page.

The goal is to then engage and have another follower who will share your content.

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A hashtag is a type of label or **metadata tag** used on social network and microblogging services that makes it easier for users to find messages with a **specific theme or content**.

Users create and use hashtags by placing the hash character (or number sign) # in front of a word or unspaced phrase, either in the main text of a message or at the end. Searching for that #hashtag will then present each message that has been tagged with it.

"Began" with Twitter/X (the concept existed before this, but was used prominently in social media first by Twitter).

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@HANDLE/MENTION

A social media handle, also known as a **username**, is a unique identifier that individuals or businesses use to represent themselves on social media platforms. It's usually preceded by an "@" symbol and can consist of letters, numbers, and symbols.

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- Whenever someone name-drops a person or brand online via their @username, that's a **social mention**.
- It can be positive or negative.
- Every single one is an opportunity to engage with your audience and shape public perception of your brand.
- It's also the perfect way to connect with someone when you praise their work by dropping their name on something like Instagram!

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CONTENT CREATION

- Trending #Hashtags
- Network via @Mentions
- TinyURLs & other tricks

Actual URL:
https://www.huffpost.com/entry/jiff-the-dog-wins-halloween_n_56327e41e4b00aa54a4d7a89?ncid=fbckinkushpmg0000022&utm_content=buffer832798utm_medium=social&utm_source=twitter.com&utm_campaign=buffer

COMMON URL SHORTENERS

- bit.ly
- ow.ly (now opens in Hootsuite scheduling app)
- tinyurl.com
- Rebranded
- goo.gl

At goo.gl, bit.ly, and others, you get a nice, clean, shortened URL AND you may also get stats on clicks for these URLs.

COMMON URL SHORTENERS

- For example, I want to share a Spark page I created.
 - Its URL is https://express.adobe.com/page/cXrcZUGuleFJP/?fbclid=IwAR1lixHZHqFGXa7k8xOjG3NB_475nY4jRUcfhBCsUe1Q7MHKMV_esMai52o
- Now it's <https://tinyurl.com/3c9kywnx>.

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- Many apps will automatically shorten in 2024....but just in case.

COMMON URL SHORTENERS

FYI: Hootsuite will shorten an ugly URL to post in LinkedIn (I used TinyURL to shorten the URL and pasted that in to the post so the thumbnail would reflect it).

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personal site

REQUIRED:

- Your website
- Your LinkedIn
- Your Instagram
- Your Behance

OPTIONAL: Your LinkedIn

1pm
Instagram Photo/Reel of My Work with link to Behance.

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ANALYTICS

Analytics is the way you interpret and find patterns in data.

In a social media context, analytics is the process of following metrics on your social media performance and using that data to improve your strategy.

For instance, simply watching your engagement rate over time to see if your posts are becoming more or less compelling to your followers is one way of using social analytics.

USING A PROFESSIONAL ACCOUNT TO DO BUSINESS

- Post scheduling:** This matters because it's easier to create posts in batches and automate their delivery than it is to sit down and create a new post from scratch every time you want to share content.
- Facebook Creator Studio** resources like the Sound Collection for Instagram post audio, post-testing to see which versions of your content perform better, and messaging management.
- Analytics** to help you track the content that delivers the best results for your business.
- Calls to Action**, including Instagram's Contact Button, Action Buttons, and Gift Card/Delivery Button. These CTAs help convert followers to customers so you can grow your revenue.
- Link stickers in Stories.** These replaced the Swipe Up function in mid-2021, and they help drive traffic from Instagram to your business website.

This isn't required for this class and its mere 10 days of posting, but you should do it in the future.

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 - Enhance Your Headline
 - Personalize Connection Requests
 - Engage with Your Connections
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social media plan C

THIS IS THE BIG ONE! This final form is about creating content - not one, but consistently. One must have a consistent presence for social media to be a successful marketing tool. Much of this is informed by the workshop that explains how to use links like dimensions and hashtags to grow your network. A few scheduling tips are also included that will help you, as having a consistent presence on social media is almost impossible without a dashboard of some sort.

The main steps are as follows:

- First consider only content and getting up a framework within which to work.
- Daily, Weekly, Monthly:** These are overall, general post subjects/Formats.
- Then dig in and consider how a week would look for content and how this relates to the social media platform you would use to post this. There are more specific plans, repeating topics so people can keep referring to your brand (and as a source of information like examples), if there can fall under a trending/hashtag like #MondayMotivation.
- You **MUST** use **dimensions, trending #hashtags, and URLs.**
- Also create reference between platforms at least once.
- Use **calls to action** (not on every post, but as many as you can that do not seem forced).
- Next, **put this into action posting manually.**
- The final week will be these posts on Instagram and LinkedIn as your new brand for 10 days straight (and on Behance content created that follows your calendar).

All of this requires successful **Analytics** to show evidence of the work, especially the required 10 days of posting that follows your content calendar in the next step.

Examples of content creation: Both as a planned calendar comprehensive view and examples of actual published content - an important final touch to your Brand Book and significant evidence of an employable skill.

DIRECTIONS - CONTENT CALENDAR

You will create a weekly content calendar as part of Social Media Plan C that is general enough for consistent content creation, but more specific so that it could be used as a general guide to follow. This will be then used when you post for 10 days to prove the point, using more specific content following the general guidelines of the Content Calendar.

REQUIREMENTS:

- INSTAGRAM:**
 - Post: 3 times per day. Check Reply account daily - 2 times per day.
 - Story: 1 time per day. Check Reply account daily - 1 time per day.
- LINKED IN:**
 - Post: 3 times total per week. Check Reply account daily - 1 time per day.
 - Check Reply account and post on at least 1 time per week.
- BEHANCE:**
 - Weekly: Consider posting new work as often as possible, but only if it is quality. Check Reply account and post on at least 1 time per week.

2024 CONTENT CALENDAR

MINIMUM ACTIVITY REQUIRED FOR CALENDAR:

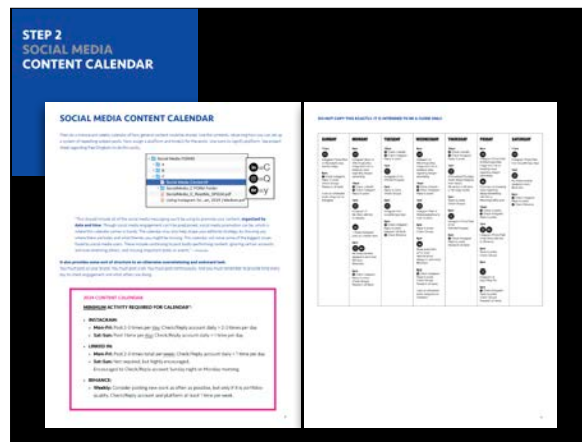
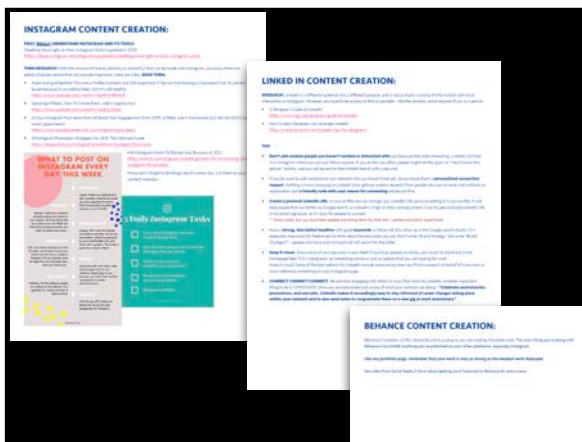
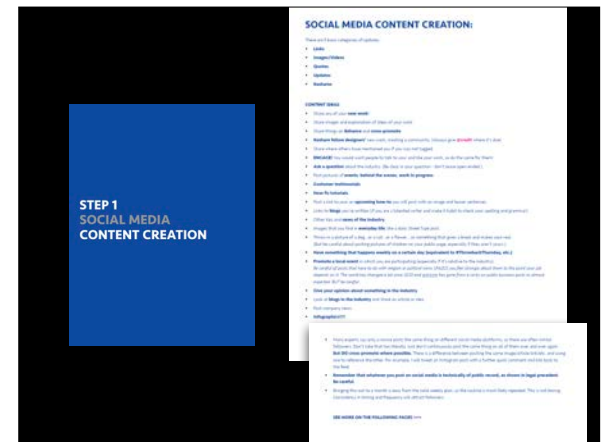
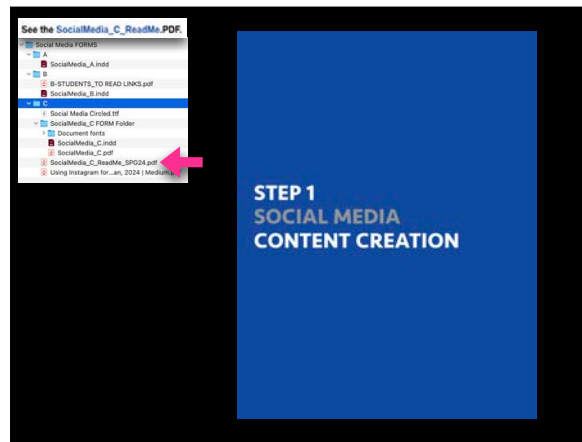
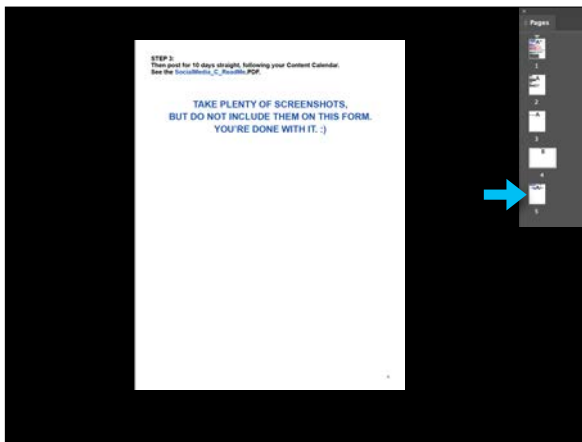
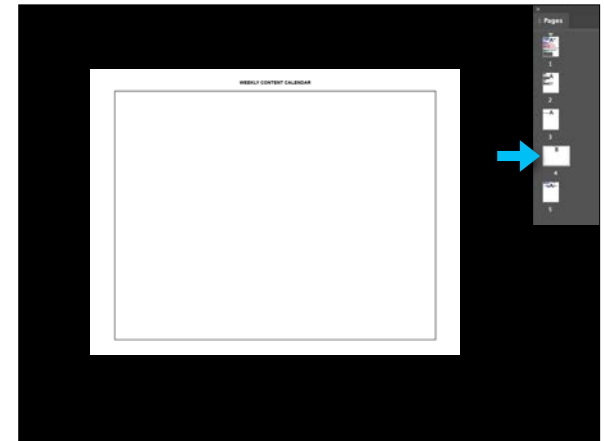
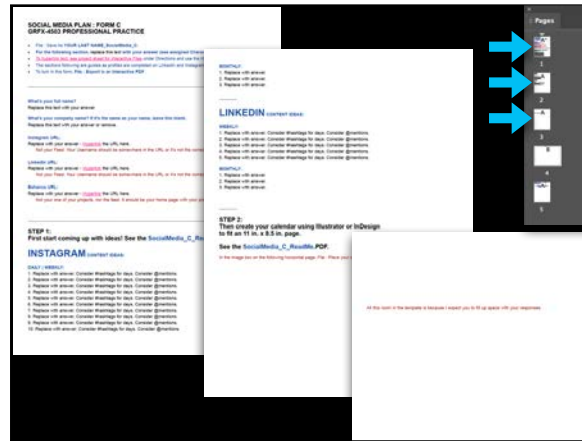
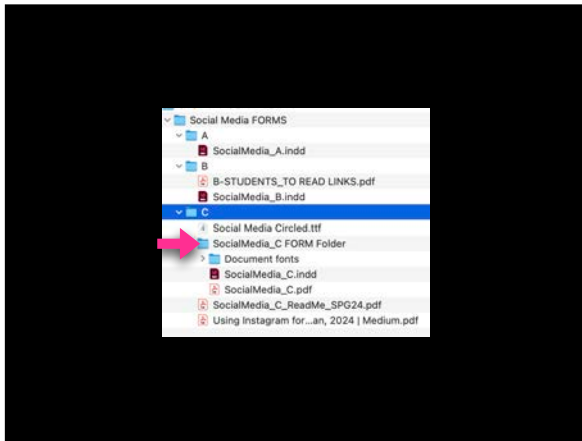
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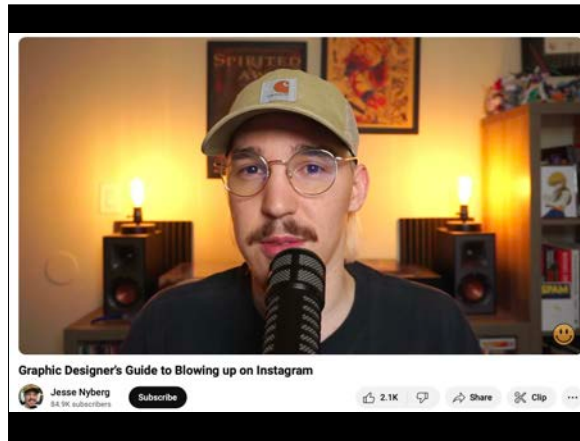
DIRECTIONS - C FORM

- Use the C Form from the previously downloaded Social Media Plan C.
- Open the C Form and replace the content with what you want to post. There are no social media posts.
- Use the Social Media Plan C PDF to guide you through the form. Also review the Social Media Plan C PDF for all of the other steps in the Social Media Plan C.
- Remember to document your progress with screenshots.

For any of your URLs, links, select and type: **Hyperlinks & Cross-References: New Hyperlink**

- Check your spelling and grammar (twice).
- When finished, package your 10-day calendar for yourself.
- Also, File: Export to an Interactive PDF (Open and check that it works correctly).





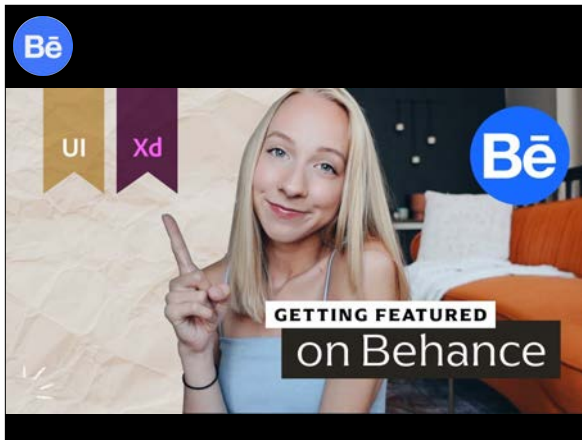
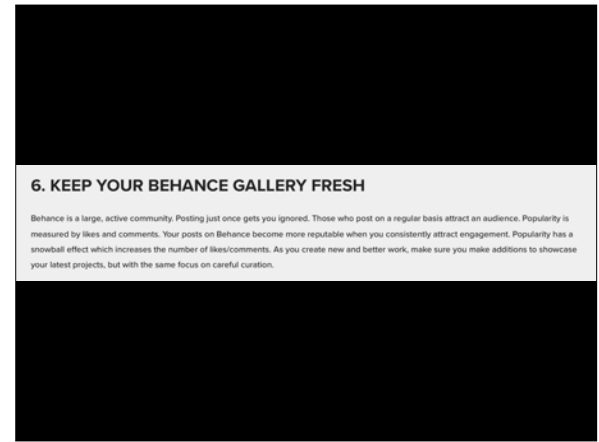
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SOCIAL MEDIA WORKSHOP DAY 3

<ul style="list-style-type: none"> REVIEW: PROFESSIONAL vs. PERSONAL <ul style="list-style-type: none"> Business Info in Bio/Profile CONTENT CREATION <ul style="list-style-type: none"> Definition Goal Key Terms CONTENT CALENDAR(S) <ul style="list-style-type: none"> Required and Why Schedulers THE BASICS <ul style="list-style-type: none"> Create Shareable Content #Hashtags @Handle/Mentions TinyURLs if necessary Connect Everything and Grow Know Your Audience + Track Your Results (Analytics) 	<ul style="list-style-type: none"> BEGIN: SOCIAL MEDIA PLAN C INSTAGRAM <ul style="list-style-type: none"> Post - Story - Reel -Live 2024: Reels + Captions Use Highlights LINKED IN BEHANCE REVIEW: SOCIAL MEDIA PLANS A & B WHAT'S DUE NEXT CLASS
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8:00	9:00	10:00	11:00	12:00	1:00	2:00
4/1	4/2	4/3	4/4	4/5	4/6	4/7
	Apr 1	2	3	4	5	6
		4503 Sec 4 - Social Media Pt 1	4503 Sec 4 - Social Media Pt 1	4503 Sec 4 - Social Media Pt 1	4503 Sec 4 - Social Media Pt 1	4503 Sec 4 - Social Media Pt 1
		4503 Sec 4 - Social Media Pt 2	4503 Sec 4 - Social Media Pt 2	4503 Sec 4 - Social Media Pt 2	4503 Sec 4 - Social Media Pt 2	4503 Sec 4 - Social Media Pt 2
		Begin Social Media Plan C	Begin Social Media Plan C	Begin Social Media Plan C	Begin Social Media Plan C	Begin Social Media Plan C
		Due: Social Media Plan A & B	Due: Social Media Plan A & B	Due: Social Media Plan A & B	Due: Social Media Plan A & B	Due: Social Media Plan A & B
						Post for 10 Days according to the calendar you make (and I approve)
7	8	9	10	11	12	13
				4503 Sec 4 - Instagram 1st		
14	15	16	17	18	19	20
		4503 Sec 4 - Instagram 2nd	4503 Sec 4 - Instagram 3rd	4503 Sec 4 - Instagram 4th	4503 Sec 4 - Instagram 5th	4503 Sec 4 - Instagram 6th
		Put all Socials into your Brand Book	Put all Socials into your Brand Book	Put all Socials into your Brand Book	Put all Socials into your Brand Book	Put all Socials into your Brand Book
21	22	23	24	25	26	27
28	29	30	May 1	2	3	4

DUE > WHAT • WHEN • WHERE

These will be started in class on Tuesday, March 26.
Both of the following are **DUE BY 8:00am on Thursday, April 4.**

GOOGLE:
Under **SECTION 4 : SOCIAL MEDIA**, place the (correctly named) Interactive PDF you created in this folder.

SLACK:
Place the (correctly named) Interactive PDF in thread on **#4503_sec4_social-media** asking for it.

Prof. Nikki Arnell 11:53 PM
In the thread to this post, upload your correctly named Social Media Plan C by 8am on Thursday, April 4th.

1 reply Today at 11:53 PM

final work

Post on socials for 10 days straight between April 6-15.

Remember these should mostly follow the Content Calendar created for the Social Media Plan C form or your Brand Book won't make much sense.

Remember to document your progress with screenshots to include in your Brand Book. This is especially important for any ephemeral posts - namely Instagram Stories - that will disappear before the professor will be able to grab them. Make sure your Brand Book shows you know how to use Instagram and all of its power!

DUE > WHAT • WHEN • WHERE

Activity required on Instagram every day. Activity required on LinkedIn at least 3 times.
DUE (will be checked) on Tuesday, April 16th. The work will be checked and graded using the same links provided on the first day of the workshop because your work is posted on the page already uploaded. Simpler!

4503 Sec 4 - Instagram 1st

Post the (correctly named) Social Media Plan C on Instagram. The post should include the following:

1. In the caption of the post, list your brand name. (Don't make it too long or it will be cut off.)
2. Tag your brand on the post with the correct Instagram handle.
3. Use the #4503_SocialMedia hashtag.
4. Add a link to your website in the bio of your Instagram profile.

Make sure the post is visible to all your followers.

4503 Sec 4 - Instagram 2nd

Post the (correctly named) Social Media Plan C on Instagram. The post should include the following:

1. In the caption of the post, list your brand name. (Don't make it too long or it will be cut off.)
2. Tag your brand on the post with the correct Instagram handle.
3. Use the #4503_SocialMedia hashtag.
4. Add a link to your website in the bio of your Instagram profile.

Make sure the post is visible to all your followers.

4503 Sec 4 - Instagram 3rd

Post the (correctly named) Social Media Plan C on Instagram. The post should include the following:

1. In the caption of the post, list your brand name. (Don't make it too long or it will be cut off.)
2. Tag your brand on the post with the correct Instagram handle.
3. Use the #4503_SocialMedia hashtag.
4. Add a link to your website in the bio of your Instagram profile.

Make sure the post is visible to all your followers.