

Developing content plans & themes

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Opening note

Your approach to creating social media content should not be compared to this. 🙅🏻



Effective Social Media Content

Yes

- **Organized**
- **Purposeful**
- **Audience-focused**
- **Engaging**
- **Concise**

No

- **Disorganized**
- **Salesy**
- **Brand-focused**
- **Incoherent**
- **Lacking clear objective**

Understand the objective

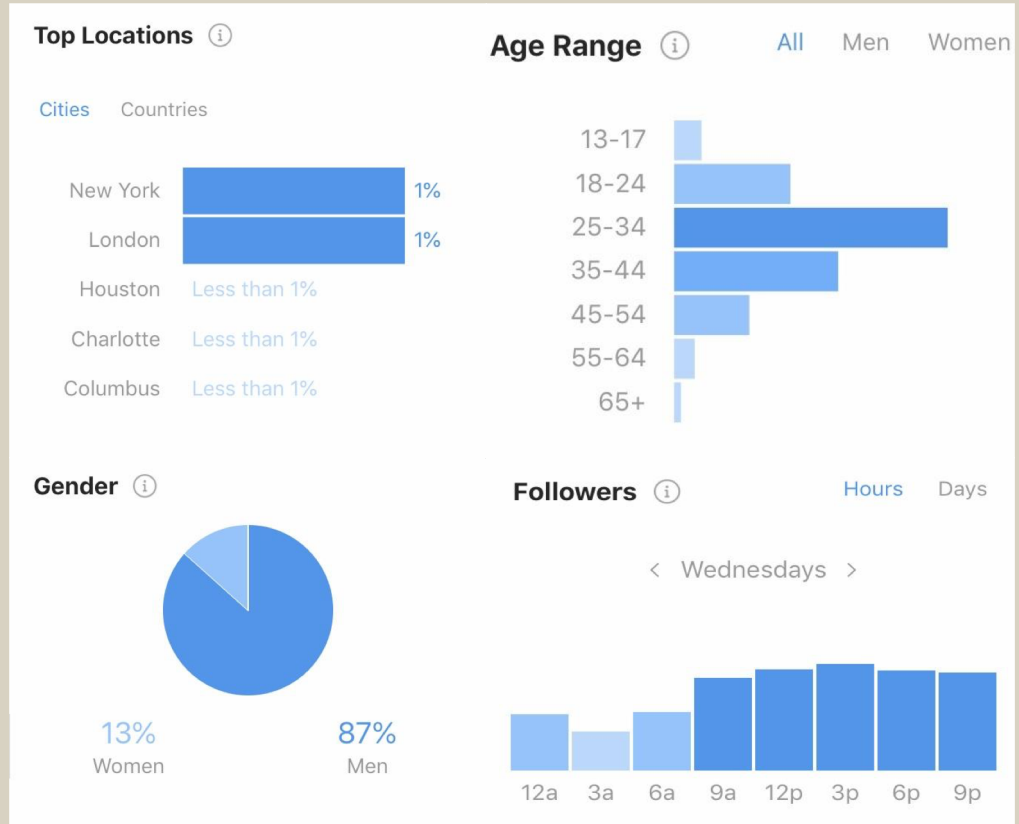
Before devising any plan or theme, you should first consider:

- **Overall goals**
What would you like to accomplish?
- **How will you organize content?**
What different topic areas do you need to cover?
- **Content Creation**
What media and who will be supplying it?
- **Applicable trends**
What are your peers doing?
- **What is success?**
What are the KPIs of the campaign?
- **Methods of execution**
How do you want to carry out your plan?

Identify the audience

Questions to ask:

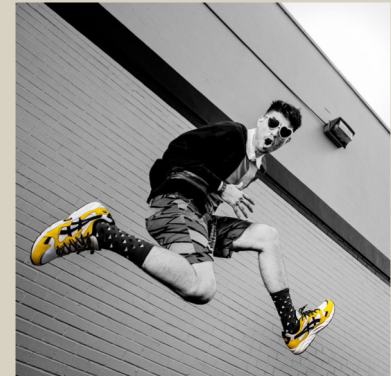
- **Who are your consumers?**
- **What adds value for them?**
- **What are their interests?**
- **What draws their attention?**
- **When are they attentive?**



Organize assets

Items to consider for your devised social plan include:

- Create an editorial plan organized by topic
- Consider:
 - Products & launches
 - Divisions/service lines/verticals
 - Events
 - Office culture
 - Community impact
 - Staff/Exec thought leadership
 - Industry trends/current events
 - UGC



Develop the message

Your social media messaging should:

- Establish a voice indicative of your image/brand
- Utilize verbiage consistent with your audience and industry
- Complement its accompanying imagery or video content
- Be connective to the larger message of any plan/theme
- Encourage action from the consumer, when necessary



Manage execution

Understand. Identify. Organize. Develop. What's next? Deliver.

- **Devise a schedule for posts weeks or months at a time**
- **Determine posting dates and times best for your content and customers, based on research**
- **Review and edit all content before posting**
- **Track current events/trends and be nimble enough to shift content and create on the fly**

Sunday Feb 10

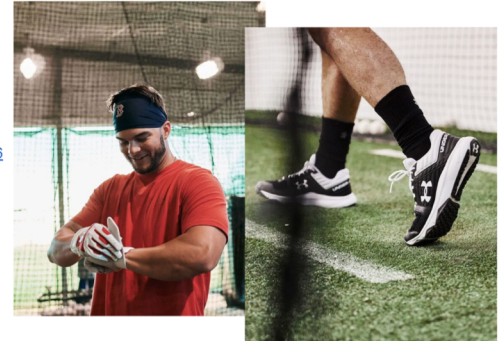
Yard trainers #1 - Benintendi

Hard work doesn't have to be uncomfortable. Prep for your season with the perfect fit of #UAYard trainers. <Player IG, Tw tag>
<https://undramr.co/2RGUHZ6>
<SHOPPABLE TAG for IG>

[Link to creative IG](#)

[Link to creative Tw](#)

[Link to IG story](#)



Sample Content Calendars

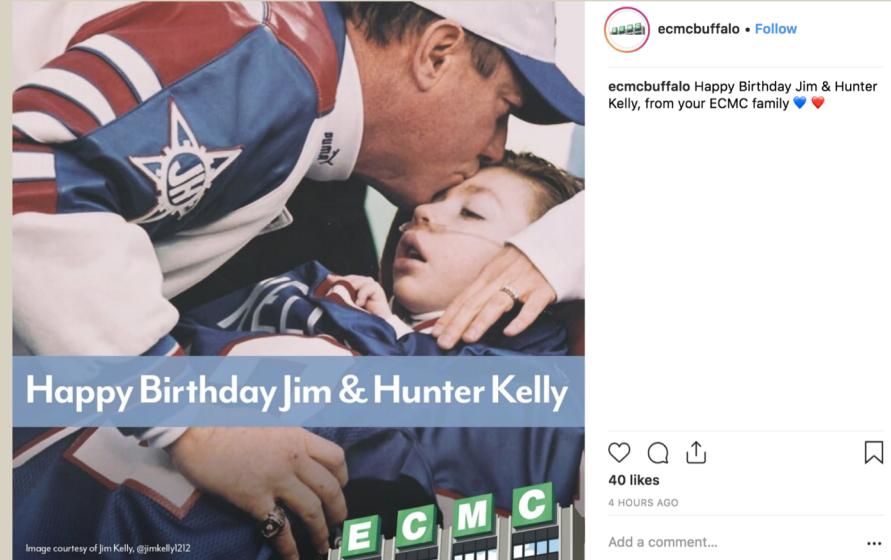
February 2019	Facebook	Boost	Instagram	Boost	Instagram Story	Pinterest	Boost	Content Key
Sunday - 27	National Chocolate Cake Day - Best Chocolate Cake Ever		National Chocolate Cake Day - Best Chocolate Cake Ever			National Chocolate Cake Day - Best Chocolate Cake Ever		Food Holidays
Monday - 28								Reposts
Tuesday - 29	Super Bowl Recipe Ideas - Pepperoni Pizza Lasagna	25	Super Bowl Recipe Ideas - Pepperoni Pizza Lasagna	25	Super Bowl Recipe Ideas - Pepperoni Pizza Lasagna	Super Bowl Recipe Ideas - Pepperoni Pizza Lasagna	25	Recipes
Wednesday - 30								New Year, New You
Thursday - 31								Fan Engagement
Friday - 1	New Year, New You - Fresh Good Friday - Spinach pasta with avocado grilled cheese		New Year, New You - Fresh Good Friday - Spinach pasta with avocado grilled cheese			New Year, New You - Fresh Good Friday - Spinach pasta with avocado grilled cheese		Animation/Video
Saturday - 2	#Slicesaturday - Stay Healthy with zoodles and top grilled chicken with thick sliced cheese		#Slicesaturday - Stay Healthy with zoodles and top grilled chicken with thick sliced cheese			#Slicesaturday - Stay Healthy with zoodles and top grilled chicken with thick sliced cheese		Product Promotion
Sunday - 3								
Monday - 4	Which Lasagna is your fav? React with like, love, laugh or wow your pick!	25	Which Lasagna is your fav? Comment your pick with a red, green, yellow, or purple heart!	25		Veggie Ricotta Lasagna Recipe		
Tuesday - 5								
Wednesday - 6	Keep up on your new year resolutions with our quinoa caprese salad	50	Keep up on your new year resolutions with our quinoa caprese salad	50	Keep up on your new year resolutions with our quinoa caprese salad	Keep up on your new year resolutions with our quinoa caprese salad	50	
Thursday - 7								
Friday - 8								
Saturday - 9	National Pizza Day - Classic Fresh Mozz Margherita Pizza - Add your fav toppings & make it your own		National Pizza Day - Classic Fresh Mozz Margherita Pizza - Add your fav toppings & make it your own		National Pizza Day - Classic Fresh Mozz Margherita Pizza	National Pizza Day - Classic Fresh Mozz Margherita Pizza - Add your fav toppings & make it your own		

CAMPAIGN ROLLOUT						
Tease						
FRI AUG 17	SAT AUG 18	SUN AUG 19	MON AUG 20	TUES AUG 21	WED AUG 22	THURS AUG 23
POST 1: DOJO INTRO VIDEO	POST 2: PRODUCT FEATURED/ URBAN INTERVIEW VIDEO (ANIMATION)	POST 3: THE JOURNEY IS MY DOJO VIDEO (MMA)	POST 4: LIFESTYLE PHOTOGRAPHY CAROUSEL (MMA)	POST 5: THE DOJO IS MY DOJO VIDEO (MMA)	POST 6: LIFESTYLE PHOTOGRAPHY CAROUSEL (BAM)	POST 7: SPECIAL EDITION PACKAGING VIDEO (ANIMATION)
LAUNCH						
FRI AUG 24	FRI AUG 24					
POST 8: PRODUCT FEATURED CAROUSEL	POST 9: SOUTH BEACH IS MY DOJO VIDEO (BROMED)					
SCALE						
SAT AUG 25	SUN AUG 26					
POST 10: LIFESTYLE PHOTOGRAPHY CAROUSEL (ROBERTO)	POST 11: MY DOJO COMPILATION VIDEO (DEAN, HENRI, ROBERTO)					

 A different brand of thinking						
ECMC Social Media Calendar September 2018						
						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
2	3	4	5	6	7	8
	Medical Minute (no copy or image needed- ECMC sends content)	National Alcohol & Drug Addiction Recovery Month	Wellness Wednesday (no copy or image needed- ECMC sends content)	Fare Trade Benefit Promo (graphic from PDF)	ED Picture Update (DYK WNY's only Level 1 Trauma Center) - Approved copy from August	National Traumatic Brain Injury Awareness Month
9	10	11	12	13	14	15
Bills vs Ravens Away game - first game of the regular season National Suicide Prevention Week	Medical Minute (no copy or image needed- ECMC sends content) World Suicide Prevention Day	TrueCare Healthcast Introduction - need introductory podcast graphic	Wellness Wednesday (no copy or image needed- ECMC sends content) Tease Tim Horton's Smile Cookie Campaign	Fare Trade Benefit Promo - (can be the same graphic)	Tease Tim Horton's Smile Cookie Campaign	
16	17	18	19	20	21	22
Bills vs Chargers First home game of the regular season National Rehabilitation Awareness Week	Medical Minute (no copy or image needed- ECMC sends content) Tim Horton's Smile Cookie Campaign Announcement	Tim Horton's Smile Cookie Campaign National HIV/AIDS Awareness Day	Wellness Wednesday (no copy or image needed- ECMC sends content) Tim Horton's Smile Cookie Campaign	Tim Horton's Smile Cookie Campaign	Radiothon Promo (2 weeks out) (need 2 weeks out graphic)	Tim Horton's Smile Cookie Campaign National Falls Prevention Awareness Day
23	24	25	26	27	28	29
Tim Horton's Smile Cookie Campaign Last Day! Bills vs Vikings Away game	Medical Minute (no copy or image needed- ECMC sends content)	Fare Trade Benefit Promo - (can be the same graphic)	Wellness Wednesday (no copy or image needed- ECMC sends content) National Women's Health & Fitness Day	Radiothon Promo (1 week out) Clay Moden video?	ED Picture Update (DYK 70K patients served yearly) - approved copy from August	World Heart Day

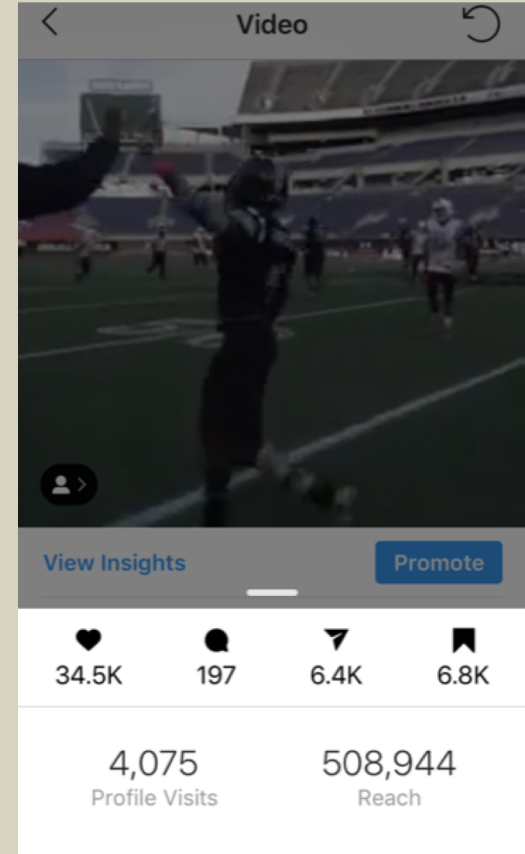
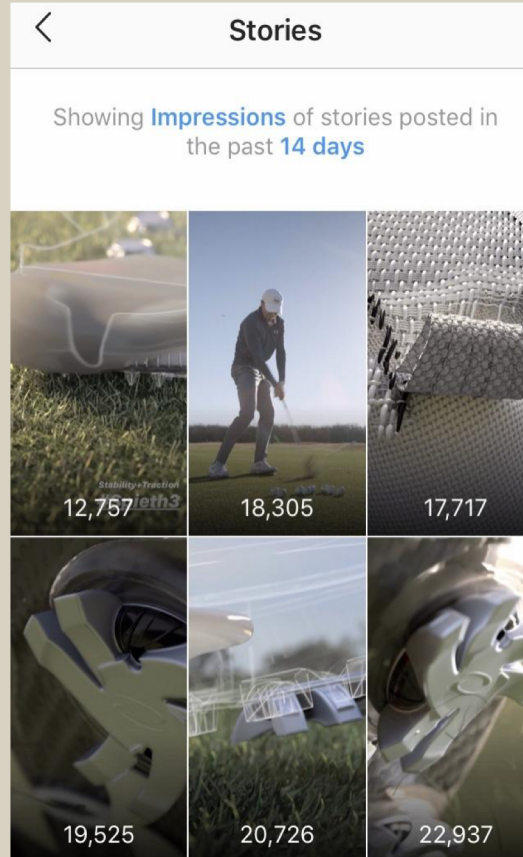
And keep delivering.

- Designate another party to review and edit content to double-check (and triple-check) for errors.
- Follow progress/success of posted content and ongoing themes
- Determine whether your plan is delivering on your campaign goals
- Learn from each plan, and don't become complacent with an unsuccessful theme.



Connect with consumers

By organizing a plan and theme that teams engaging visuals with a voice emblematic of your brand, you can achieve considerable **customer engagement**—and see real results across your social media platform. 👉





asicstigerusa • Follow

asicstigerusa Lessons from Harajuku icons: Layer it on. Clash it up. Mix for results that are anything but random. Tap to shop the #ASICSHAPPYCHAOS collection.

View all 16 comments

asicstigerusa @g_n_ai let's chat further - we sent you a DM to learn more and to help find a solution!

wattsforbreakfast Who makes these shirts?

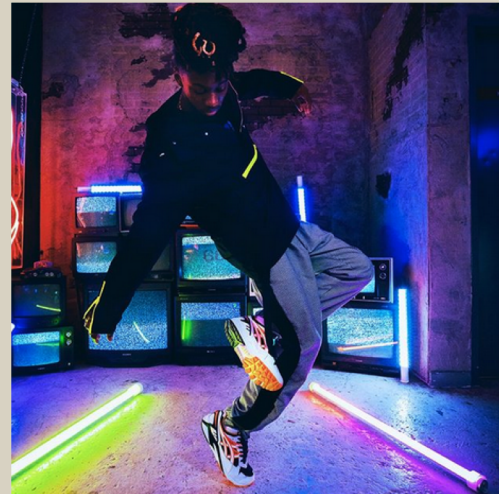
g_n_ai @asicstigerusa We appreciate the prompt response and the empathy. Thanks for personally looking into our concerns!

dejamesertu360 @j.viz

2,855 likes

NOVEMBER 28, 2018

Log in to like or comment.



champpsports • Follow

champpsports For a look + sound all his own, @isaiahpeck leans into the chaos | Shop the @asicstigerusa Happy Chaos pack in-store and online tomorrow! #ASICSHAPPYCHAOS

View all 6 comments

webey_clothing 🔥🔥

xo_kg_xo 🙌🔥🔥

jadeshiphopacad Aye that's our @isaiahpeck congrats kiddo!! 🔥🔥🔥

2,075 likes

NOVEMBER 20, 2018

Log in to like or comment.



footaction • Follow

footaction Harajuku has no limits. All it needs is you. Grab your #ASICSHAPPYCHAOS in stores and online TODAY!

356 likes

NOVEMBER 21, 2018

Log in to like or comment.



officialeastbay • Follow

officialeastbay Clashes+crashes of design, color and detail. Play all sides w/ @asicstigerusa Happy Chaos pack. Who's copping 11/21? #ASICSHAPPYCHAOS

holiday_hoopsgiving 🔥🔥🔥

kristyn_whitley @kenziesmith the first ones

_ray_supreme 🔥🔥🔥🔥

1,034 likes

NOVEMBER 20, 2018

Log in to like or comment.

Additional recommendations

- **Do:** Keep your messaging concise and adherent to your overall plan
- **Do:** Take the time (and money) to develop great visuals, whether photo or video
- **Do:** Dare to be creative and experiment
- **Don't:** Get sloppy and casual with your content
- **Don't:** Grow impatient
- **Don't:** Be quick to abandon your plan to replicate someone else's
- **Don't:** Run out of assets by failing to plan far enough ahead

Key Takeaways

1. Determine your goals and audience
2. Devise a plan that's emblematic of your brand
3. Organize your assets and messaging before launch
4. Always edit (and edit again) before posting
5. Be patient with your plan—and have fun with the process

thank you.

martin.