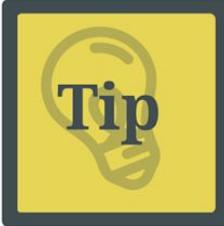


DONE-FOR-YOU

>> 2 Week Social Media Calendar <<

Su	M	T	W	Th	F	Sa
 Blog	 Snap	 Client	 Quote	 Tip	 Story	 Fav
 Quote	 Tip	 Ask	 Blog	 #TBT	 Opt-in	 Share

ATTRACTION CONTENT

→ **GOAL:** to attract new fans to your community with entertaining, inspiring or useful content that isn't directly related to your area of expertise



Find an inspiring quote to share: Pinterest is the easiest place to do this! Type some keywords into the search function and stop on the first quote you love. You could share the image directly or create your own spin using an app like [WordSwag](#).



Check out the [top stories on Medium](#) and skim a few 'til you find one you'd like to share with your audience. *(Beware the rabbit hole here -- you might want to set a timer)*

EDUCATION CONTENT

→ **GOAL:** to establish yourself as an expert by helping your client with tips, information and resources that directly relate to your area of expertise



Share one of your most popular blog posts or videos in a way that makes your audience want to click through and check out your wisdom! *(Need help figuring out which one to share? [Check out this great Google Analytics trick](#))*



What's one little tip or piece of advice you could share that's less than 100 words? Think about something you share often with clients. Or a short & sweet version of recent blog post. Think of this like bite-sized wisdom!



Share a favourite book, podcast or blog you love that's directly related to your field of expertise -- tell them WHY you love it and why it's a go-to for you (let them know why they should care). You could highlight a concept from the book, a particular podcast episode or blog post that you've especially enjoyed.

ENGAGEMENT CONTENT

→ **GOAL:** to create conversation and build relationships with your community



Share a peek into your life. This could be a picture of your desk, your favourite coffee shop, downtime hobbies, your kids, your pets, your travels, etc. *(There is no wrong way to do this -- your audience wants get to know you, the person behind the business, a little better.)*



Tell your audience one thing you are up to in your business this week. We all love to feel like we're insiders, right? So give your audience a backstage pass to your business: share what you are working on, a win one of your clients just had (anonymously/with their permission, of course), what's going well, what's going not-so-well, the great idea you just had, etc.



Poll your audience about something in your business. Make it easy: give them 2-3 choices they can easily vote on. This could be the topic for a blog post or free webinar or the name for an opt-in, product or service. Not only are you teasing what's coming up in a totally non-promotional way, but you are giving your audience a voice!



Go through some old photos and pick out one to share for #throwbackthursday! Who doesn't love to play the do-you-remember-when game? Plus, your audience will really dig seeing into your past. The photo can be a throwback to last year or 10 years ago -- there are no rules!

ADVERTISING CONTENT

→ **GOAL:** conversion, to get your audience to take a specific action in your business (listen to your podcast, join your newsletter list, sign up for a webinar, hire you, etc.)



Go through your client testimonials and pull out a couple great phrases or even a short paragraph. Craft a promotional post that features it, thinking about how you can make this INTERESTING for potential clients.



Pull up your current opt-in (or your favourite if you have a few) and pluck out some tidbits you could share that will Educate your audience while Advertising your freebie.

Like all copywriting in our businesses, great social media Advertising posts take work. Write, write, write 'til you have something you are happy with. Don't settle for a first draft. These are promotional posts you are going to be able to use again and again.

>> HOW TO USE THIS 2-WEEK SCHEDULE

For best results, use these done-for-you social media prompts to write the whole 2 weeks at once and then get them all scheduled.

→ More on [how to successfully batch your social media content here](#).

Batching content creation in this way will make your social media will convert a heck of a lot better, which means more leads and more clients.

>> WHAT'S NEXT

Following these done-for-you prompts blindly will only get you so far.

Without a deep understanding of what your brand's voice and message should be in each pillar, all the social media posts in the world won't properly magnetize your ideal clients and engage your audience -- and **you'll never see the kind of results you deserve.**

THAT'S exactly what we do in the 4-week [Rock Solid Social Media Workshop](#).

One week per pillar: a live class + exercises to define what you should be posting in Attract, Educate, Engage and Advertise effectively so your social media truly works (and brings in more leads & clients than it ever did before!).

Oh and you get a MONTH of these social media prompts -- because theory is great but action is better. *(And having a month of your social media done & dusted feels ah-mazing!)*

Next class starts September 14, 2015.

>> [More info on the Rock Solid Workshop here](#) <<

Jackie Johnstone

Social+digital help
{in plain English}



Hey there! I'm a social+digital strategist with a love for great content and real community and an uncompromising commitment to solid, practical results.

I work with ambitious, passionate entrepreneurs who have an important message to share, the only trouble is you aren't having the impact you know you are capable of because you aren't sure how to find & really connect with the people who need you (and the technology is giving you a headache).

Together we develop strategy and put in place top-notch systems to make brilliant social media & webinars easy and effective so you can reach more people you can help.

I'd love to meet you :) Come say hi jackiejohnstone.com!