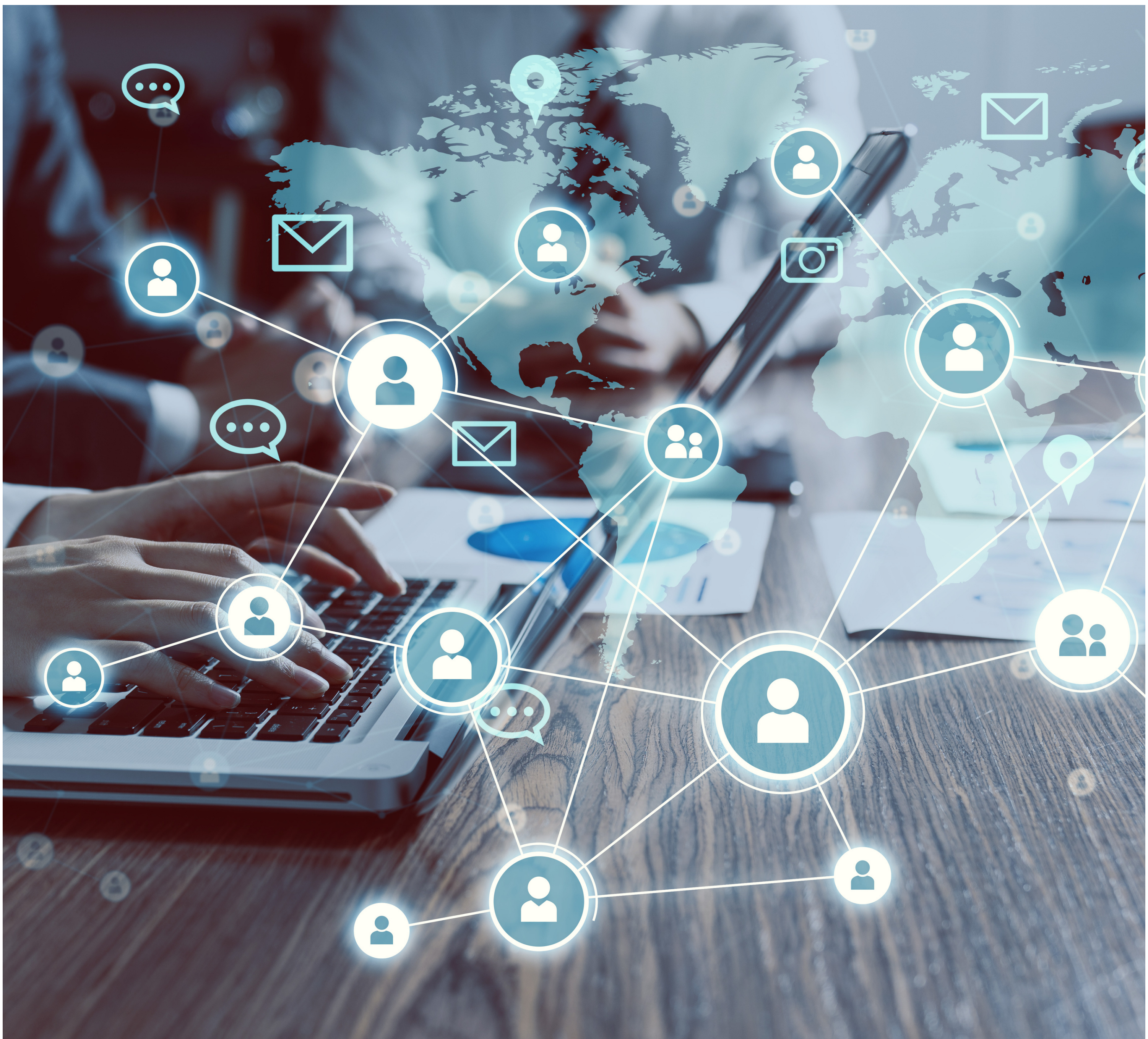
The Goalpost Group

SOCIAL MEDIA PLAYBOOK



SOCIAL MEDIA CHECKLIST

01 Access, Audit, and Perfecting the Profile

02 Content Categories

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05 Content Call / Email Schedule

06 Brand Guide for Creating Assets

07 Captions, Hashtags, & Tagging

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GETTING STARTED WITH NEW SOCIAL CLIENTS

Getting Access

Have the client make you an admin on all social media platforms. Sometimes they will want to just give you their login credentials and have you login and post and then share on their personal account. We've done this in the past and it's not advised for future clients. You should be operating on your own account with administrative access to the pages/company accounts.

Social Media Audit

The first step is to perform an audit on the client's current social media accounts. This is optional, but it's a good way to get a feel for their current engagement rates, if they have content that is working well, and where they need the most help.

Pull data analytics and audience insights from Facebook, LinkedIn, Instagram, Twitter, etc. and compare these to competitors as well as industry standards. You can usually find these by just googling "Social Media Industry Benchmarks [year]."

Perfecting the Profile

Once you have access and before it is time to start posting, make sure their profile is looking good by updating (if necessary):

- Profile Picture (should be their logo in high-res)
- Banner / Cover Picture (should be of the team or a behind-the-scenes pic, high-res)
- About / Description. Short and sweet, it should state the industry and what they do.
- Make sure to link to the website where appropriate, and add other contact details such as email and phone number.

ESTABLISHING CONTENT CATEGORIES

The first step to creating a consistent social media schedule is to establish content categories. It is advised to create a category for each day of the week that you plan to post. This will make it much more organized when creating your weekly and monthly schedules. Content categories should be approved by the client since they will need to have input on some, if not most, of the content that goes out. When creating content categories you should also think about the content that you *already have from the client*, whether that is a video series, product photos, testimonials, or great statistics you can pull from their website.

Example Content Categories

> Weekly Question / Poll / Survey

> Live Facebook Show / Webinar / Other Video Content

> Weekly Deal / Sale or Other Product Highlight

> Blog Post

> Customer Testimonial / Customer-Submitted Content

> Industry News

CONTENT SCHEDULES

Once you have established the amount you will be posting (as determined in the social media contract with the client) and your content categories, you can create two content schedule templates. One, the weekly template, will be for your personal organization.

The exception to this would be if the client wants to initially approve all content that is posted. The second template is the monthly content schedule that will be shared with the client to receive content from them. You may find that the monthly schedule becomes obsolete if you get into a good rhythm with a client over time, but it is good to start out with this process.

Weekly Content Schedule

Client Example

This is an example of a weekly content schedule for BYOAR.

Best practice: Create a doc on the drive and have a table for each social client with the weekly schedule template. Simply C&P this doc for each week so you have all your content organized in one place for all your social clients. On Monday, begin your week by filling out the template for each client. Then you will be ready to post for the week, or you can schedule your posts in one chunk.

BYOAR

	FB	Instagram	FB Group	Insta Story
Monday *T350 Show Preview*	Preview Video	Preview Video	Preview Video & Q of the Week	Preview Video and Show Countdown
Tuesday *T350 Show / Announce Weekly Deal*	T350 Show Email	Announce Weekly Deal	Show Reminder	Show Countdown & Weekly Deal
Wednesday *Recap Video*	T350 Show Recap Video	T350 Show Recap Video	T350 Show Recap Video (invite to share)	T350 Show Recap Video
Thursday *Blog*	Blog Post Email	Blog Post	Blog Post	Blog Post Reminder About Deal
Friday *AR*chitect of the Week*	AR*chitect of the Week	AR*chitect of the Week	AR*chitect of the Week	AR*chitect of the Week
Saturday				
Sunday	Email			

Monthly Content Schedule

Client Example

This is an example of a monthly content schedule for PX Movement.

Best practice: Create a doc on the drive with each week for that month and the corresponding categories for each day. Include directions for the client so they know what content to provide for the month ahead. They may still only work a week out, but this will at least give them the option of planning ahead for the entire month.

Week of 5/3

- **Monday -** Insight/topic you will focus on this week. Please indicate if you would like a Question of the Week or a Poll**:**
- **Tuesday -** Link to blog post**:**
  - Blog Post Title:
  - Description of Blog Post:
- **Wednesday -** PX Video of the Week (link):
  - Title:
  - Description:
- **Thursday -** PX in Action (description, image, and who to tag):
- **Friday -** Book Quote (and any additional notes):
- **Saturday/Sunday -** Industry news (link, notes, any hashtags or tags)**:**

Repeat the above for each week of the month.

This is an example where the client has heavy involvement in the content that goes out. Other clients may only be providing content 1-2 days out of the week, your monthly schedule can reflect that cadence. Either way it is wise to have a monthly schedule that at least determines the focus for each week so you can determine the other elements that will add to that theme.

Process for Receiving Content From the Client

Before you begin posting, you need to have an established process for receiving images, videos, and descriptions from the client. The assets they provide on a weekly or monthly basis should be determined when you are creating your content categories.

Content Dump

One way to receive content is to have the client consolidate and categorize all of their various assets and put them on the Drive.

Monthly / Weekly Folders

Another method is to create a folder for each month and sub-folders for each week. Share these in a Social Media folder on the Drive (the client should have access). The client can then upload the content for that week, including descriptions.

Getting Quality Content:

- **Images** - Images should be of high-quality (portrait mode when suitable or live photos so you can turn them into Boomerangs on Instagram).
- **Videos** - Videos should be high-quality, square (not iPhone dimensions unless that is the goal).
- **Blog Posts** - Blog posts should include a title (you can rewrite for better SEO but good to have something to start with), an intro, meat (what's the key takeaway?), lists if applicable, images, links, and tags if applicable.
- **Customer Content** - This can include testimonials or customer-submitted content. You will need images, descriptions, names and locations if applicable, and any usernames to tag on social.
- **Company Updates** - Visuals are always best to share company updates, but you will also need the relevant information as well as what makes it interesting to the reader and any relevant links to include.

CONTENT CALLS

Even with a retrieval process for content, it may be wise to have a regular content call in place. This can be a part of the weekly client check-ins or a seperate weekly/bi-weekly call.

Purpose **Filling in the Gaps**

Part of your content call should be filling in the gaps for the week ahead. Do you have everything you need or are there missing pieces from the monthly schedule?

Length **No More Than 15 Minutes**

These do not need to extensive. Have your questions prepped ahead of time and make a plan that the monthly schedule is filled out ahead of time so you know what you are missing.

After **Fill Out the Schedules**

Following your content call, send a follow-up message to the client reiterating what, if anything, is still needed for the following week. Then take your notes and fill in the missing pieces on the schedule. These calls are best had Wednesday-Friday in preparation for the following week.

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BRANDING

All creative elements (images & video) should have consistent branding that is in line with the branding guide, which can be retrieved from the graphic designer.

TEXT

All text on images and video should have the branded fonts, including font and size hierarchy. Also make note if the brand incorporates certain styles of bullet points, arrows, and other shapes.

COLOR

All assets should include the brand colors (typically 2 main and 1-2 highlight colors). When using Instagram, take into consideration the "grid" and how graphics will look stacked together.

TONE

All text on the visuals and in the captions should have the appropriate tone for the brand, whether that is blunt, witty, passionate, etc. Refer to company TCTA and website for guidance.

If you are using an online tool like Canva or Adobe Spark for creating visuals, you can create branded palettes that include the text and color scheme. This makes it very fast to update graphics for different clients.

CAPTIONS, HASHTAGS & TAGGING

When you are putting together your social posts, have a set format that you use for each client. This can vary based on:

- Use of emojis
- ALL CAPS as headers
- Bullet points or other types of lists
- How you break up the text (example: 1 line, 3 lines, short list, 1 line, url link)
- Placing hashtags in the caption or all at the end
- Where you tag other accounts (in the caption or at the bottom)

Don't miss tomorrow's T350 Show! ⏰

We are taking a look at the @sylvanarms AR Folding Stock Adapter. 👀

We are going to unbox our new toy, check it out, and install it on a 10.5 inch pistol. We've heard good things about the stock adapter and tomorrow we will see what all the hype is about!

Plus, don't forget to grab your AR*chitect hat on sale this week @ www.byoar.com/products

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#BYOAR #AR15 #PewPewPew #ARBuilder #Guns #GunBuilder #AmericanMade #pewpewlife #gunsdaily #BuiltNotBought #2A #gunlife #gunsdaily #gunporn #ar15 #gunsofinstagram #pewpewlife #2ndamendment #StockAdapter

Social Media Tools

Graphics & Video

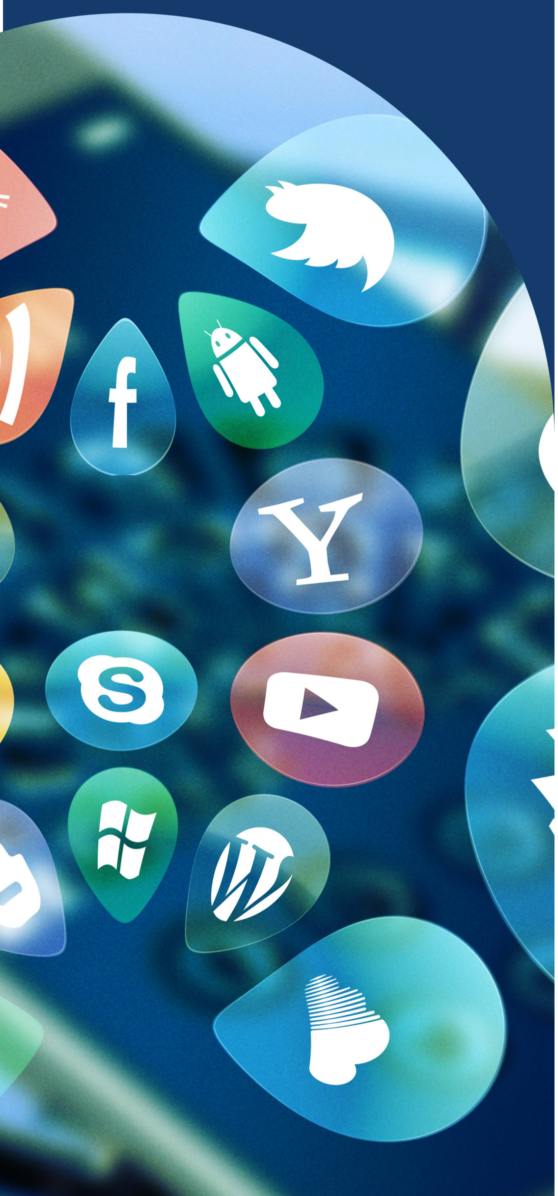
- Canva
- Adobe Spark
- Shutterstock (stock photography)
- Over
- PicMonkey
- UnSplash (royalty free pics)

Scheduling

- Creator Studio (FB & Insta)
- Buffer
- Later

Hashtag Research

- Ritetag
- Display Purposes
- Hash Tracking



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