SOCIAL MEDIA CONTENT PLANNER

ClassForKids

WHAT SOCIAL MEDIA CHANNELS SHOULD I BE USING?

Social media is a powerhouse in the world of advertising today, so getting your strategy right is important. With increasing amounts of information for people to consume on social media, setting a plan for your club will provide a clear structure on what content to post and when.

It takes time to build a social media presence, so put your focus into one. *"It's a marathon, not a sprint."* Facebook is generally the most popular, so build it up, get good engagement, and then consider trying another platform.

Tip: Remember to differentiate your communications between channels. You may consider using Instagram to visually wow parents with eye-catching pictures and short captions, but use Facebook to plan more detailed posts.

45% of users are between 24 and 44 years old
1-3pm is peak time to post
Engagement rates are 18% higher on Thursday & Friday

Most users are between 24 and 34 years old
2-3pm is peak time to post
The best day to post is Thursday

Source: Hubspot 2020

10 WAYS TO ENGAGE WITH YOUR AUDIENCE ON SOCIAL MEDIA

- When it comes to posting on your channels, consistency is essential in building a well-maintained feed and audience engagement. Plotting content regularly will allow you to think creatively rather than posting for the sake of it. Create daily, weekly and monthly items to be included in your calendar. This could be incorporating a ***challenge once per month, a weekly competition, or days like Throwback Thursday #TBT.***

- Another way to engage with customers is through ***competitions and giveaways.*** Customers love the concept of free items or services, so this is a real crowd-pleaser for engagement. You may want to give away ***free merchandise, a gift voucher or partner with another company to generate interest*** - whatever you chose, do it well and you can create a following.

10 WAYS TO ENGAGE WITH YOUR AUDIENCE ON SOCIAL MEDIA

- Creating new content requires a lot of effort, and while it is essential, you should also ***take advantage of 3rd party content.*** Sharing material from other companies or inspirational figures within your industry on your channel will generate engagement and conversation.

- Don't just share content from influential figures within your industry, go one step further and reach out for ***social media takeovers*** on your channel. Takeovers create interest in your club and expose you to larger audiences.

- Have you ever written a blog or an update for your club's website or parent area? You should be taking this pre-existing content, squeezing everything you can out of it and using it elsewhere. ***Take quotes from blogs or feedback from parents*** to use in short videos, creative images or infographics on your social media channels.

10 WAYS TO ENGAGE WITH YOUR AUDIENCE ON SOCIAL MEDIA

- You may be looking for opinions on a masterclass or wanting to get some feedback from your customers, and ***polls*** are great ways to do this. People love to share their opinion at the click of a button, so use the poll feature where possible.

- People love to know what a company or brand is really like behind closed doors. ***Your team are valuable assets to your club, so show off your club through them.*** Create small video insights into what it's like to be at a team meeting, a team training session or a class. Parents will enjoy this type of content as getting to know who's at the core of your business is exciting.

- ***Share your milestones!*** Has your club turned 1 or 10? Shout about it! Have classes achieved goals? Shout about it! Won an award? Shout about it!

10 WAYS TO ENGAGE WITH YOUR AUDIENCE ON SOCIAL MEDIA

- Feedback from your customers can create very compelling advertising if done correctly. **Testimonials** help potential customers feel more comfortable as real people are telling them what you have to offer. You may share a link to a blog that you've written with customer feedback, or you could create video content to be shared on your channels.

Helpful tip: Video content is becoming more powerful than static content as people are five times more likely to view content in this format.

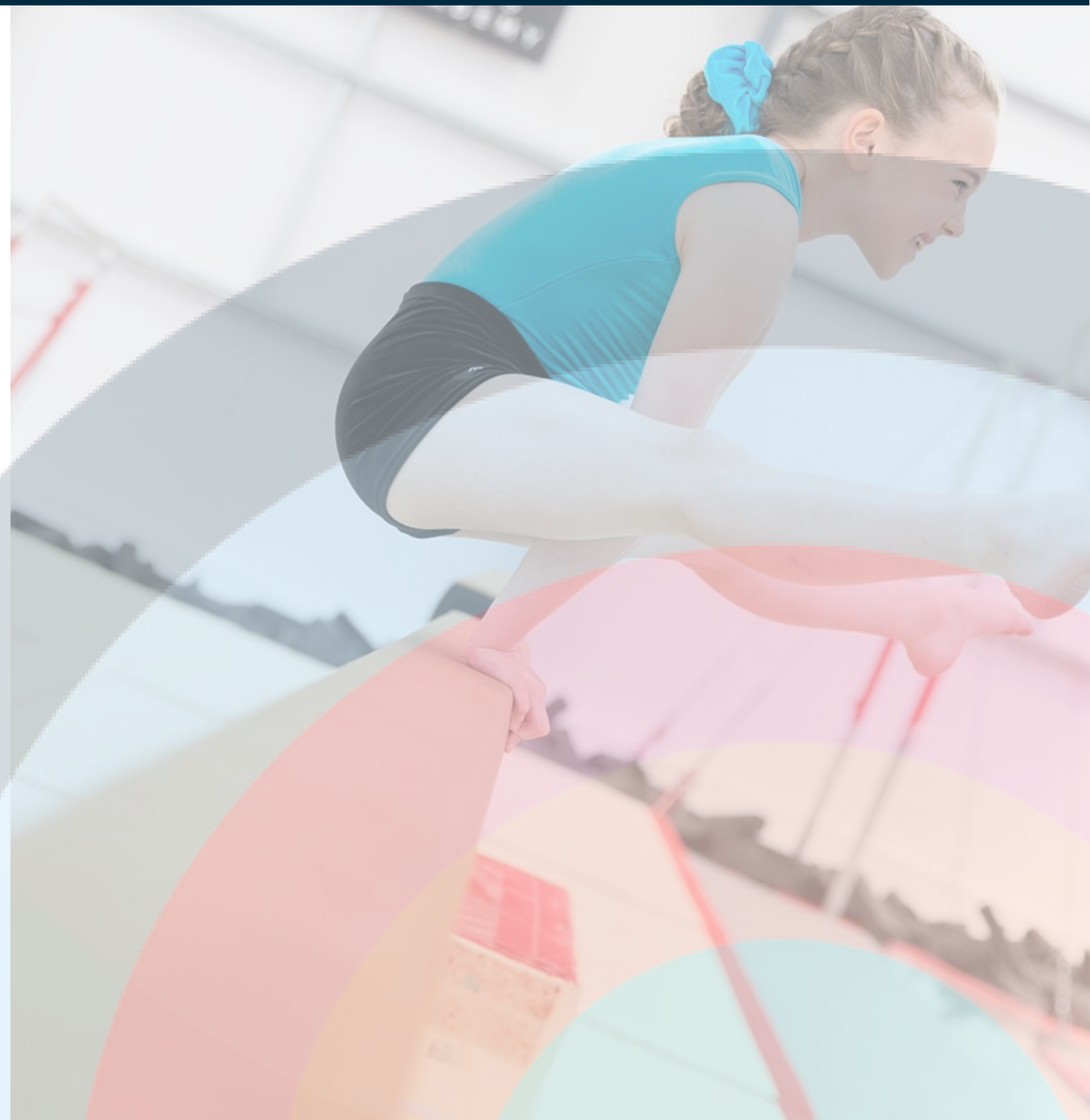
- If you're feeling stuck for inspiration, use your time wisely and **research trending topics.** Anything that's groundbreaking or unusual happening in the here and now generates interest online. While there is a limited timeframe for trending topics, this type of content creates conversation.

'IN THE SPOTLIGHT':
EXAMPLE OF CLUB DOING A GREAT JOB ON SOCIAL!

ETKO Sports Academy runs sports classes to children of all ages and abilities. We want to highlight several things they do well to engage with their customers to inspire you:

- **Post a mix of entertaining, useful and engaging photos and videos regularly**
- **Give shoutouts on a range of individual achievements**
- **Upload offers which will benefit their followers**
- **List upcoming events**
- **Encourage reviews**
- **Run fun competitions**
- **Connect with their community**

Understanding what's important to their followers has allowed them to grow their page likes to **4,000+** and allows them to continue to market to their top fans, parents and their Facebook friends too. (*https://www.facebook.com/etkosports)*



EXAMPLE PLANNER - MAY 2020

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

KEY UK DATES

MAY 4TH: STAR WARS DAY | #MAYTHE4THBEWITHYOU

MAY 5TH: NATIONAL TEACHER DAY | #TEACHERSDAY

MAY 10TH: MOTHERS DAY | #MOTHERSDAY

MAY 12TH: NATIONAL NURSES DAY | #NURSEDAY

SOCIAL PLANNER

THROWBACK THURSDAYS | #TBT

CUSTOMER TESTIMONIALS

MONTHLY COMPETITION | #WIN

CHANNEL TAKEOVER

INSIDE THE COMPANY | #INSIDER

MONTHLY POLL

NOTES