How to create a social media content calendar

Do you go a few days without posting to Facebook? Are you unsure what to share on Twitter? And how often should you really be adding content to LinkedIn?

If you've struggled to keep your social media channels rich with great information on a regular basis, we have a simple solution: create a social media content calendar.

Whether you choose to build your content monthly, bi-monthly or quarterly, planning ahead will work wonders in elevating your online presence, because a content calendar lets you know exactly what should be posted when. You'll be able to develop content in advance (instead of searching on the day of), and your audience will begin to expect great information from you.

So, how often should you be active on each channel?

• **Facebook** – Plan for 3-5 status updates each week.

• **Twitter** – Plan for 2-5 Tweets a day.

• **LinkedIn** – Plan for 3-5 posts each week.

And, what exactly should you plan on sharing?

• **Industry News** – Find tips, tricks, updates and alerts that are relevant to your audience. (Remember your Facebook and Twitter audience may be policyholders, but your LinkedIn audience may be agents/employees. Be sure to share content with each audience in mind.)

• **Internal News** – Drive traffic to different parts of your website. Build in posts promoting a certain product. Share original content from your blog. Give people easy access to file a claim. Encourage them to get an insurance quote from you.

• **Community News** – Is there an exciting event happening in your city? Start a social conversation about it. Ask questions and share links, updates, photos or videos.

• **Visual Series** – On social media, anything visual has a far greater engagement rate. Think about developing a series showcasing safety tips or statistics. Or, if you don't have that ability, think about sharing visuals directly from the Frankenmuth Insurance pages (see our suggestion at the end of this post).

• **Retweets** – Just on Twitter, build at least two retweets into your content calendar each week. Engaging with others shows your account is active and interested in what your followers have to say.

Now that we've covered content types and frequency, let's talk about how you can turn your thoughts into a content calendar. Just follow our step-by-step guide.

1. Open Microsoft PowerPoint.

2. Click "Insert."

3. Click "Table," and create a 7×6 table.

4. Add the days of the week and the dates of month.

5. Begin planning your social media content.

Need inspiration? Take a look at one of our content calendars from a previous month.

Looking for more help? As our Agency Partner, we would be happy to provide you with our quarterly social media calendars, so you can get a sneak peek at our planned content and build your calendar around it. That way, you can minimize the amount of content you need to develop from scratch and just share ours instead!

Let us know how we can help you get up and running on social media.