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SMM4WIN Project: “Social media marketing skills for fostering the inclusion and employability of young people with disabilities”, n° 2019-2-PL01-KA205-066133

**Training program “SMM: Social media marketing”
for young people with disabilities**

The course of advanced level

Topic 4 – PART 2

“Content Creation for Social Media”

Topic 4 Structure

Part 1. The role of content in SMM

Part 2. Strategy and planning

Part 3. Social media tactics in content, segmentation by platform



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PART 2

Strategy and planning



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Content Planning and Strategy

- ❑ Planning is a road map for your content.
- ❑ It is the base for making decisions regarding what topic you'll be talking about, what format your content will take, and when you'll be publishing it.
- ❑ With a content plan, you and your team can stay organized and even factor in ad hoc content requests like company initiatives or other on-demand marketing tasks.



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Social media content calendar (content plan) creation

- ❑ The goal is to create content that your followers will look forward to. The more effort you put into creating your social media content calendar, the more value you can add through each post.
- ❑ This will generate brand loyalty and trust among your followers.
- ❑ **STEPS**
 1. Start by looking to your competitors for the type of content they post. What type of posts get the most engagement?
 2. Think of the type of content you like to see in your feed.
 3. Avoid creating throw-away content. This is content that has no value.
 4. Prioritize engaging content. Start your captions with a question that will entice them to read more. Provide them with useful advice and tell them stories about you or your brand.



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Social media content calendar (content plan) creation

- ❑ Maybe each week follows a similar framework or you swap out a few of the content ideas each week.
- ❑ Perhaps you choose one day of the week that always features a particular type of post that your audience can look forward to.
- ❑ Look for opportunities to direct users to your website without sounding too salesy.
- ❑ Choose one day of the week that always features a particular type of post that your audience can look forward to.



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Content plan (example)

[INSERT MONTH + YEAR]							KEY:
							Holiday
							Campaign
							Ebook
							Webinar
							Blog Post
							SlideShare
							Product Launch
							Experiment
							Other
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		New Product Launching		Holiday SlideShare Holiday Blog Post			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Ebook Social Media Blog Post					
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
				Holiday			
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Facebook Experiment	Facebook Experiment	Facebook Experiment			
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
		Social Media Webinar					



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Social media content planner for content for week - example

- ❑ day 1 - 1x personal stories (discuss a personal or professional win & talk about your process)
- ❑ day 2 - 1x multi-frame educational piece
- ❑ day 3 - 1x client success story
- ❑ day 4 - 1x personal stories (discuss a personal or professional win & talk about your process)
- ❑ day 5 - 1x photograph of your shop/your office/your desk
- ❑ day 6 - 1x quote from your latest blog
- ❑ day 7 - 1x promote a lead magnet you created for your audience



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Content Marketing Stats for Strategy



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2019, www.semrush.com

Building of a Social Media Marketing Strategy

1. Research your buyer personas and audience
2. Determine which social platforms you'll market on
3. **Create UNIQUE AND ENGAGING CONTENT**
4. Organize a schedule for your posts
5. Analyze your impact and results



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Social Media Marketing: The
Ultimate Guide blog.hubspot.com/

STEP 1

Research your buyer personas and audience

- ❑ The first step is to determine who your buyer personas and audience are so you can target their needs and interests appropriately.
- ❑ To do this, think about the people you're trying to reach and why, and how you would classify them as a group.
- ❑ By considering your buyer personas and audience, you'll then be able to **determine WHAT CONTENT will attract the type followers and customers** you hope to gain and how you can create engaging content to keep your followers interested.



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STEP 2

Determine which social platforms you'll market on

- ❑ As a social media marketer, it's crucial you determine which platforms you're going to share your content on.
- ❑ It's about the needs of your target audience and where they tend to spend their time.
- ❑ It's important to be where your audience of potential customers is today, and where they might be tomorrow.



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STEP 3

Create unique and engaging content

- ❑ To help you get creative, consider the content your competitors are sharing and how you can uniquely promote your products.
- ❑ Take advantage of the features offered by the platform you're using. For example, you can create live videos on Facebook to share the latest details about a product launch or conduct a giveaway.
- ❑ Use your current customers and promoters to help you generate content. You can do this by re-posting their content or encouraging them to use a hashtag to share their own experiences and pictures with your products.



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STEP 4

Organize a schedule for your posts

- ❑ One of the easiest ways to ensure your content is shared as planned is to use a social media management solution.
- ❑ These tools allow you to write captions, prepare pictures and videos, and schedule posts in advance (HubSpot, Sprout Social, Hootsuite...).
- ❑ They also automatically share your content on schedule and monitor all post interactions and engagement for you.
- ❑ Social media management solutions save you time and allow you to focus on your other tasks.



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How often should you post on social media?

- ❑ As a rule of thumb, you should only post on social when you have quality content to share.
- ❑ If you post too infrequently, you're bound to be forgotten by your followers. If you post too frequently, you'll likely become annoying to your followers. Both situations could potentially lead to a loss in followers and a decrease in engagement.
- ❑ There are plenty of studies and resources available explaining social media post frequency standards by industry and platform for you to follow. Every business is different, so find what works for your audience. Then, you can begin experimenting with more or fewer posts, as well as other factors such as the time of day you're posting on social, to determine what provides the highest level of engagement.



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STEP 5

Analyze your impact and results

- ❑ **Social media metrics** are data related to the success of your posts and your impact on your audience and customers on various platforms. These metrics may include data about your level of engagement, likes, follows, shares, and all other interactions on each platform.



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Measuring and Analyzing Your Content

- ❑ Measuring the impact of your work correctly allows you to adapt to the market, leverage results and, eventually, scale success. So, we dedicated the second part of this survey to identifying success metrics and efficient content marketing tactics marketers use.
- ❑ For a blog post, you might be interested in webpage visitors, time on page, and referral traffic.
- ❑ For a video, maybe you're more interested in watch time, social media shares, and impressions.
- ❑ For a webinar, landing page conversions for registration might be your top metric. Regardless of what type of content you're measuring, there are numerous metrics that impact its success.



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10 of the most important metrics

1. **Engagement:** This includes clicks, comments, likes, and replies on your social media posts. There are also platform-specific types of engagement such as “Saved” posts on Instagram and “Pinned” posts on Pinterest.
2. **Reach:** The number of people who have seen any content associated with your page or profile is your reach.
3. **Followers:** This is the number of people you have on your profile who have clicked your “Follow” button and see your content in their feeds regularly.



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10 of the most important metrics

- 4. Impressions:** This is the number of times a post from your profile or page is seen, whether or not your audience members click on it. This is often what happens when someone is scrolling through their newsfeed, but not clicking on anything.
- 5. Video views:** On Facebook, Snapchat, Instagram, or any other social channel with video capabilities, this is the number of views each gets.
- 6. Profile visits:** The number of people who have opened your social media page is your number of profile visits.



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10 of the most important metrics

7. **Mentions:** This is the number of times your profile has been mentioned by audience members in their posts.
8. **Tags:** This is when your audience adds the name of your company's profile or your hashtag to another post.
9. **Reposts:** This is when a member of your audience posts a piece of your content on their profile.
10. **Shares:** These are the posts your followers and audience take from your profile and share with their network.

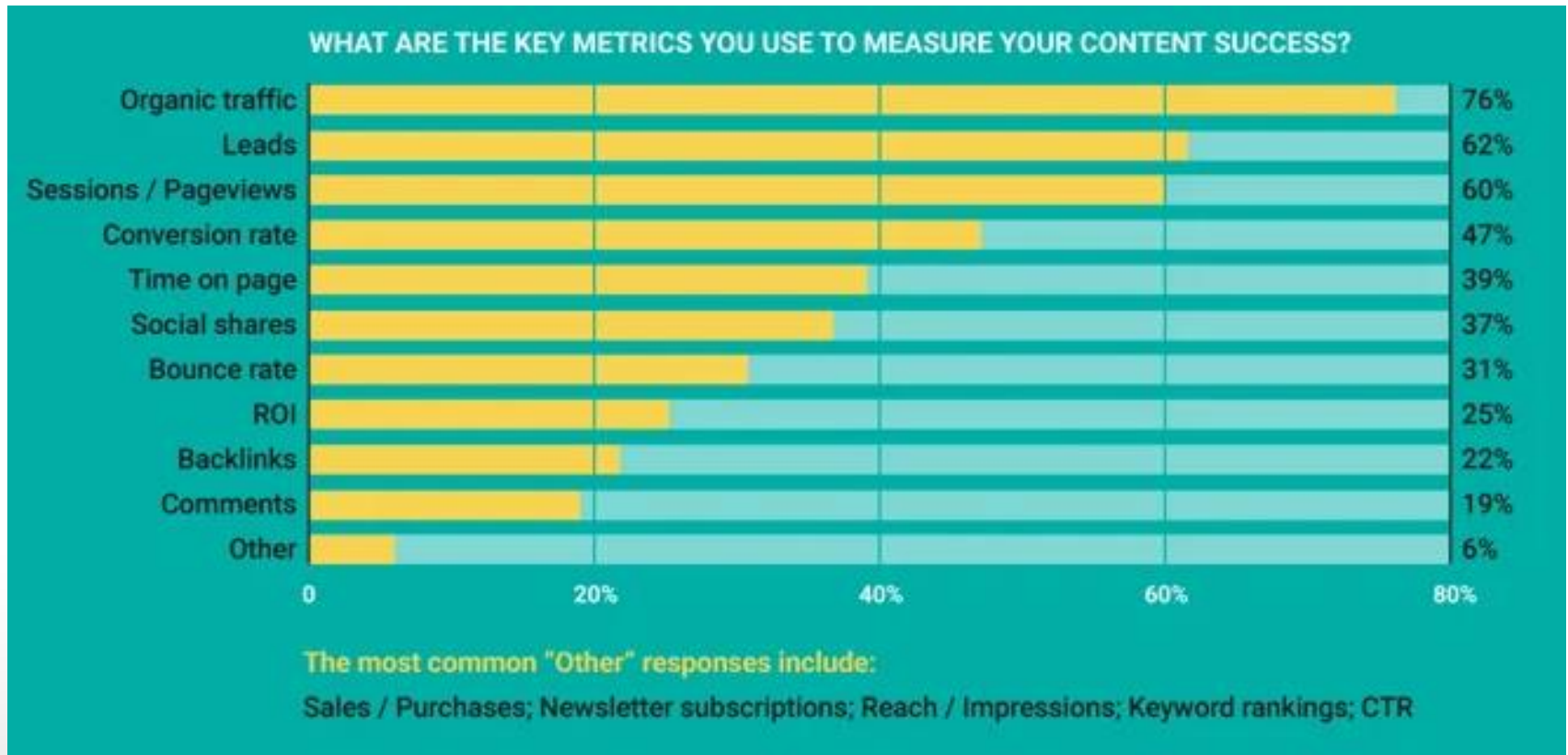


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Content Marketing Success Tactics and Metrics

Content in SMM is mostly measured through organic traffic (76%), leads (62%), sessions / pageviews (60%), and conversion rate (47%).



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2019, www.semrush.com

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