

# SOCIAL MEDIA STRATEGY

My focus for this week (a "CTA" call to action, a topic, something to sell, an event, etc.):

- Blog post written (or find the link to a previous post)
- Pinterest pin created
- Social media graphic(s) created
- Email newsletter written and scheduled to include graphic and CTA
- Create a week's worth of posts to share (blog posts, resources, pins, etc.)
- Mix in information + visits to your website + a question or poll
- Pre-post to Facebook using schedule feature in Publishing Tool
- Advertise any Facebook lives, events or Zoom calls
- Share on your personal Facebook, if applicable
- Share daily to Instagram FROM Facebook, or behind-the-scenes stuff
- Facebook and IG stories
- Pinned
- Remind about the CTA
- Make it as easy as possible to reach out to you

The KEY is multiple touches!

Stick to ONE topic or CTA.

Ways to increase interaction:

- Share photos and stories of your own
- Ask for feedback
- Add polls
- Let them choose A, B, C, D