

CONTENT CREATION *for* SOCIAL MEDIA 🙌

How to's and examples to craft a top-notch content plan for Social Media.

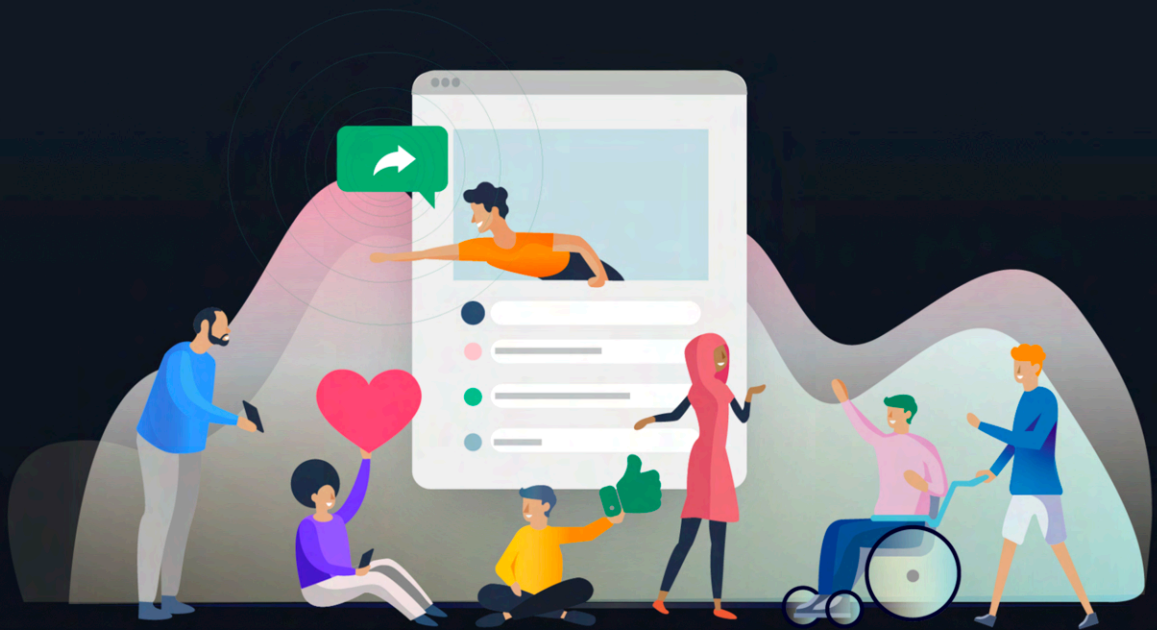


TABLE OF CONTENTS

Defining SMART goals.....	2
Identifying your target audience.....	7
Choosing platform specific content.....	10
Planning creation and scheduling distribution.....	13
Repurposing and recycling content.....	17
Creating new content.....	21



Defining SMART goals

Defining your goals may seem like an obvious thing to do, right? I mean, who starts to do something without knowing why they are doing it or what they are going to do with it?

With Social Media in particular, it's easy just to get lost in the trends, miss the actual purpose of the endeavor, and end up doing things just because everyone else is doing them too. Instead, **you need a clear vision for your Social Media accounts** — an objective, a purpose, something to work towards.

Sit down with those in the company who can take ownership of Social Media communication and content creation — this can be your creative team, your Social Media team or just one or two people in the communications department, you know who's best for this job — and ask yourselves the following questions:



Defining **SMART** goals

- *Why do Social Media in the first place?*

Just for good measure, remind yourself why Social Media can help you. From showing off your business to a virtually unlimited audience and attracting new customers, to getting customer feedback and creating customer loyalty – Social Media can and will be your greatest asset.

- *What are the goals of your content strategy?*

Start small, with an easily achievable goal to gauge your audience's response and then gradually grow your ambition towards something even bigger. You could even define more achievable short-term and bigger long-term goals, to have a more feasible and concrete objective at hand, while also working toward a more ambitious goal.



Defining **SMART** goals

- *Who are you trying to reach?*

Defining your target audience is crucial and will help you **determine your general goals** and know what to expect from this or that kind of public, but also to **craft effective content**.

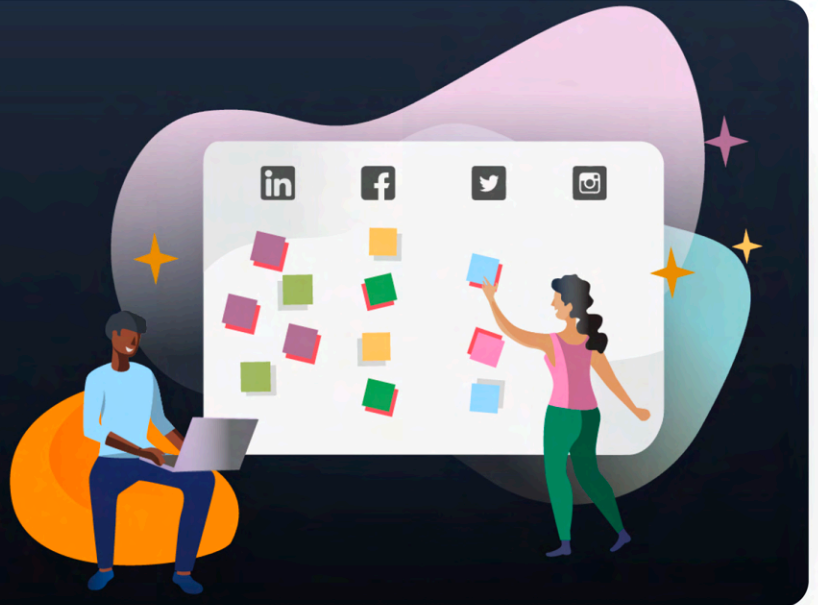
- *What kind of engagement are you expecting?*

There are different kinds of interactions and responses you might wish to have. Raising awareness around your brand, amplifying reach, enhancing brand perception, obtaining more user-generated content, driving more traffic to your website, or Social Selling to name a few. Which one to set as your priority is up to you.

Now, to get the most out of your goals, it's important that they are specific enough for you to be able to determine whether it's been achieved or not, to make sure you can measure them, that they are indeed realistic — hence the suggestion of starting small and gradually working toward bigger and bigger goals.

Defining **SMART** goals

Specific
Measurable
Attainable
Relevant
Timely



A SMART goal you could potentially set yourself, is to increase reach on Twitter by x amount of followers.

It is **Specific** enough, because you're setting yourself a specific goal. And, of course, it's easily **Measurable**, so it's easier to keep track of your progress.

Now something else you don't want to forget, is to make sure your goals are down-to-earth, **Attainable**, and realistic. In other words, if you have 750 Twitter followers, and your target is to get 500 retweets each week, the chances of achieving this goal are very slim. Instead, consider a more graspable goal – in this case, 100/150 retweets each week, for example.

Defining **SMART** goals

Next up, **Relevance**. Is your goal relevant to your business and what you are trying to achieve? If you're trying to grow your audience on Twitter, you probably want to have that Social Media channel linked every chance you get. On your Newsletter, for example, and on your website.

And lastly, don't forget to give yourself a deadline, a date to strive towards: say, two weeks, or the end of the quarter.

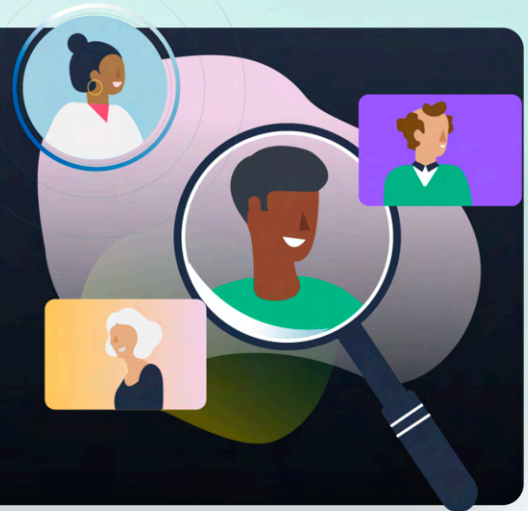


TIP: These are just a series of example of course. It is up to you and your company to evaluate where you stand in the overall goals of your Social Medi strategy and decide what your next goal is.

Identifying your target audience

Defining your target audience means identifying the group of people you want to appeal to on Social Media.

*Who are you addressing?
Who are the people most likely to be attracted by and interested in your product, service, or brand?*



Asking yourself this question in the process of content creation and finding a specific target group will allow you to more easily put things into perspective.

There is a simple reason for that: if you want to maximize your efforts and really get through to your audience, you need to know who your audience is.

And this should be clear when you haven't launched yourself into the creative phase yet, so that when you do get into that phase, you know what direction you should be going in.

Social Media platforms are populated by different kinds of audiences, and their expectations vary based on the platform they are on, on who they are, and what they do.

Identifying your target audience

The more impactful your posts are the better results your content strategy and Social Media strategy will be – and that's of course only possible when you're really hitting the nail on the head with your content.

Knowing your audience will not only help you define the content that will appeal to them the most, but also where to post said content. Social Media platforms have different purposes in and of themselves, which means that **it is crucial to know which Social Media platform or platforms your prototypical prospect is most likely to use.**

To make a very broad example, this means you'll be more likely to sell Millennials-aimed products and services on Instagram and YouTube, and appeal to big corporations and professionals on LinkedIn.

Once you know who you're targeting, who you're selling to, you'll have to adapt and shape your Social Media strategy and type of content output to their expectations, to the way they use Social Media and their expectations when it comes to online Social Media interactions.



TIP: If you post content that satisfies your audience's expectations, that provokes them in the right way, and captures your audience's eyes and mind, they'll be much more likely to engage with it.

Identifying your target audience

At this point, it will be easier to judge whether an idea can bring you a step closer to your goal, make you thrive, gain you more followers and more social media traction, or if it's only going to clog up your followers' feed without doing the trick for you.

With a clear target group in mind you will be able to really craft messaging, content, and more generally a tone that really speaks to your customers.

It is not addressed to a general audience — it is addressed exactly to the people to whom you want to appeal. In turn, this will ensure more consistency in your messaging and will allow you to build stronger relationships with your customers and prospects.



Clear objectives are an essential step toward a smartly structured content strategy. Why? Because when you know what you want to achieve, it will be much easier to **decide the type of content and message you want to put out there on the various platforms**, and whether or not it serves this or that particular purpose.

This is why deciding which platforms will get your full attention is also a crucial part of the goal-defining process. It can be one of them, all of them, or everything else in between, but it is important to decide this early on in the process.

Doing this will allow you to more easily:



1. Differentiate the type of content and interaction

Instagram is not the same as Twitter, which is different from LinkedIn, Snapchat, Pinterest, Facebook, TikTok, etc. So, to get the best out of each platform, you must understand the specific features of each and tailor your goals accordingly.

The possibilities are endless, and it's only up to you and your creativity to decide what to do precisely, just remember to make the best out of the features each platform has to offer.

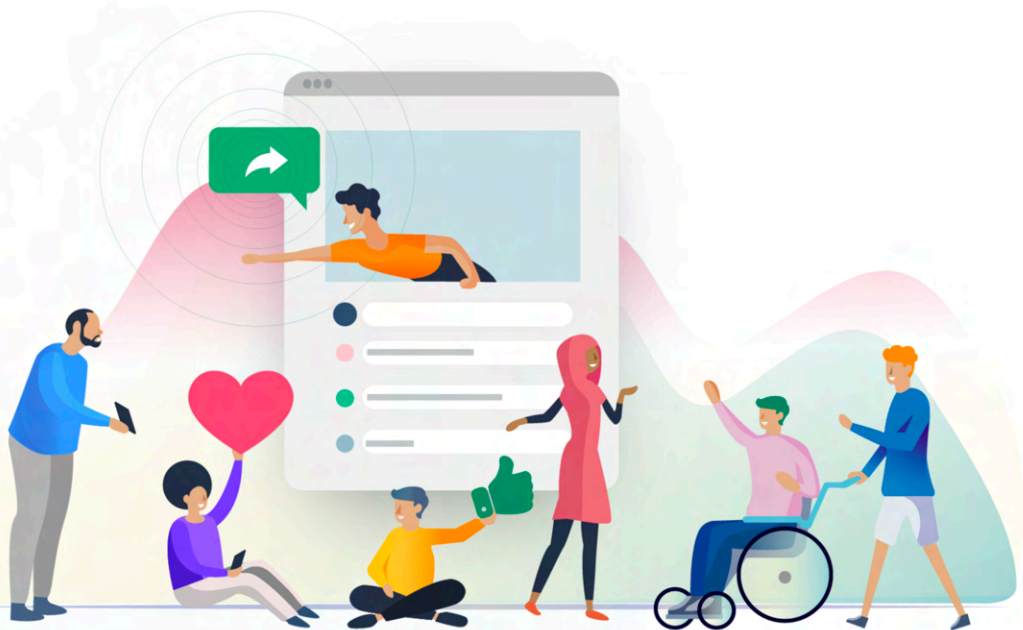
Choosing platform-specific content



2. Sign off on content

Because every platform is different, you should customize the content to each of them. Yes, a TikTok video can also live as an IG Reel, that's fair, but **the more tailored and personalized you make it, the easier it will be to make them spot-on for the goals you're trying to achieve**, and it'll actually prove to your audience that you know them and that you're willing to go the extra mile to provide high-quality and tailored content for them to consume.

If you know what you want to achieve with each channel, then you'll be quick at coming up with ways to put the relevant material in the spotlight and obtain the exact kind of engagement you are looking for.



Choosing platform-specific content



3. Maintain a balance between different content types

Fun and entertaining content, educational content, informative content...it's not easy to find a balance between them all. **Each Social Media platform and its audience will be more supportive and engaging with one kind content** from the above mentioned ones. What is also true is that Social Media is also a place of experimentation, a place where you can inform people in an entertaining way.

Developing your Marketing strategy, establishing yourself and your people as thought leaders in your field and at the same time establishing a relationship of trust between your brand and your customers and supporters requires careful juggling. That's why clear goals and careful planning will be your safety net.

Smartly structured content strategy



Differentiate the type of content



Sign off on content



Maintain balance between content



Planning creation and scheduling distribution

Whenever you approach a creative situation, the content will be your main priority. Rather than putting your effort into trying to come up with something to publish on each Social Media channel at your disposal, try to instead think of what kind of content is available to you. This way you will find yourself with a whole lot of material on your hands. The next step is to **arrange that content on the channels available to you, adapting its format and messaging accordingly.**

An Example?

A new article has just been published on your blog, and you want to promote it as much as possible.

- *How can you promote it in a snackable and visual format on Instagram?*

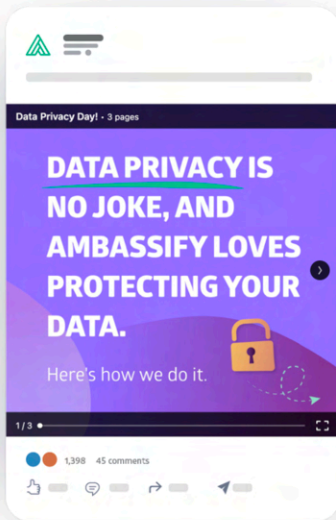


For example, by making an animated video with the essential takeaways of the article. Or by creating a teaser video with a few details discussed in the written piece.

Depending on who your audience is, you could even consider making a Reel about it.

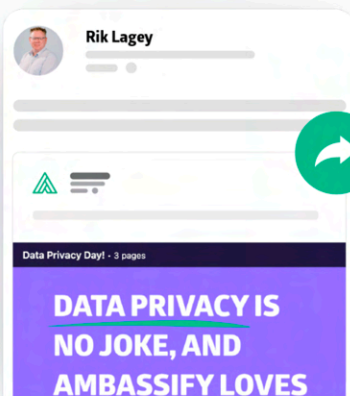
Planning creation and scheduling distribution

- *How can it best reach the audience your company has gathered on LinkedIn?*



Slideshows are here an interesting and impactful way to deliver informative content in a quickly consumable format, that can be eye-catching for the audience scrolling through their LinkedIn feed.

- *What could you do to make sure it gets even more exposure?*



As an extra step to maximize the reach of your article, you could even ask employees to reshare your post or share your article natively on their Social Media profiles, thus allowing you to reach more and more people with your content.



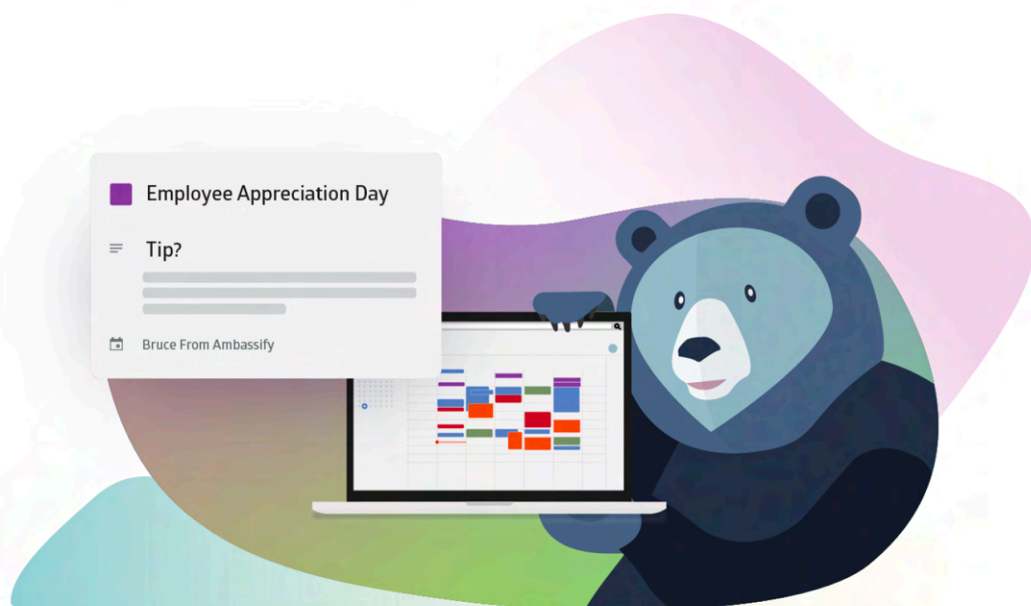
TIP: Your Social Media channels are very different platforms, of course. They require content to be crafted in a specific way. So, find and define which way suits a particular channel and audience best.

Planning creation and scheduling distribution

It is true that this is not a revolutionary strategy, that needs to be said. But what is also true is that it can often be overlooked. However, if applied consistently it can really yield impressive results.

Once you know what you can publish on your Social Media channels and how you can do it so that it is the most effective and suitable for this or that platform, then the only thing left to do is to plan when to publish it.

Your content calendar, content plan, or however you want to refer to it will be your trusted safety net.



TIP: Maintaining a certain frequency in your content output and consistency in the material and messaging you put out there are a big part of content output on Social Media.

Planning creation and scheduling distribution

Saying which frequency is the perfect frequency is easier said than done, that's a truth. But there are general guidelines to keep in mind, and those also vary depending on the platform in question.

Here's what our Social Media manager recommends, based on experts' advice and research:



Instagram: because of the recent change in the algorithm, experts recommend a general frequency of 1-2 Reels a day – being videos the preferred format at the moment.

Facebook and Twitter: the trend here is just “the more you post a day, the better”, especially on Twitter where we're literally talking of threads of ideas.



TikTok: again, the algorithm likes as many video a day as possible.

LinkedIn: the ideal number would be one native post per day but not on weekends.



Repurposing and recycling content

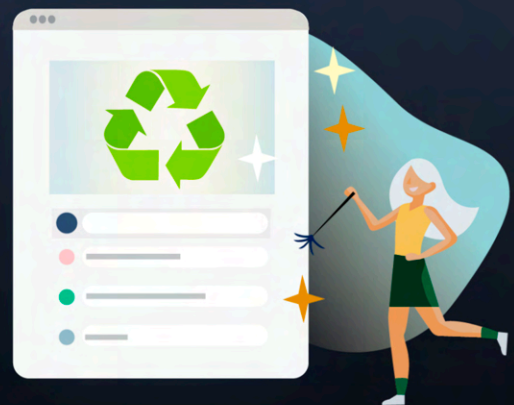
A consistent content source is your library of existing content — old infographics, stats, articles that need revamping, videos, team photos, case studies, etc.

Shake the dust off of them. Now give them a new life.

Why repurposing content, you ask?

Your audience that consumed it the first time is not necessarily the same audience now, nor do they consume it the same way.

By repurposing old content and having it shared on as many and different channels as possible is also how you strive to make as big an impact as possible.



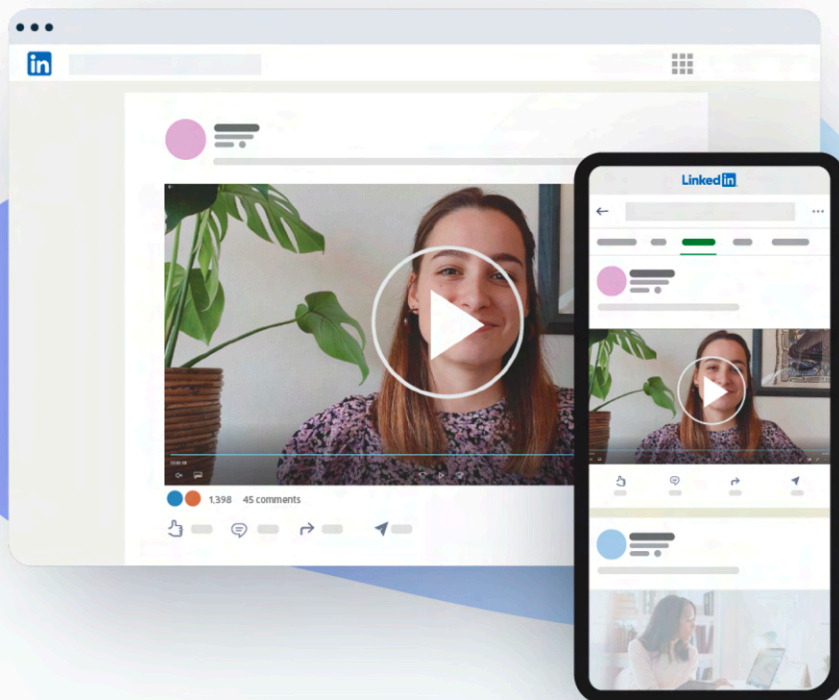
So if you have good content, why distribute it only once in one way?

Repurposing and recycling content

- ✦ *It will help you fill in your weeks when you fall short on new ideas for Social Media posts.*

Let's face it, creativity has its highs and lows, and you cannot expect or be expected to always come up with brand new ideas for content that'll score one better than the other with your audience.

However, frequency and consistency are a fundamental part of Social Media, like we mentioned before, and they are the key to winning your audience's loyalty.



Repurposing and recycling content

It can be a source for recurring Social Media series.

Having a so-called series on some Social Media channels is another handy way to always have some sort of regularity when it comes to publishing new content, which is also a good exercise to practice when it comes to create content for you Ambassadors. At the same time, you won't be bombarding your audience with content experiments and confusing messaging.

How can you use repurposed content for this end? Well, think for example of all the team photos you've gathered along the years, or the evergreen content on your blog — those can be revamped, recontextualized, and given new life so as to bring them to the attention of your audience and make as big an impact as possible.



TIP: Maintaining a certain frequency in your content output and consistency in the material and messaging you put out there are a big part of content output on Social Media.

Repurposing and recycling content

- ✦ *It will provide your audience with some sort of stability in your content output.*

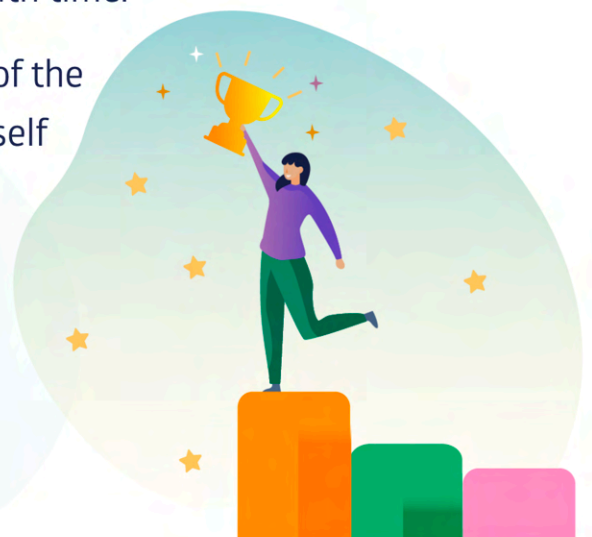
New content will surprise and entice the audience, impressed even by the creativity you and your team put into creating original posts every week or month.

Yet, too much change can destabilize. That is why consistency is crucial – in terms of content, messaging, quality, and timing. The trick is to keep a stable and durable Social Media presence with reliable, relevant, and recurring content. Which brings us back to the importance of planning your content output ahead of time.

Don't get me wrong, this is not as easy said as it is done. As I mentioned before, finding a good balance is not an easy endeavor, especially if you're not a Social Media expert. **There are a lot of variables to keep into consideration, and let's say that a lot of stars have to align to make everything as successful as it can be.**

But rest assured, it all comes together with time.

Trying things out, gauging the response of the audience – you'll learn by the process itself and with time you'll figure out what works best and what doesn't and you'll get better and even predicting results and judging whether something will be a success or not.



Creating new content

There is one, very important and at times even overlooked rule about Social Media:

Every Social Media platform has its purpose.



It is important that the content output you release online is appropriate to the platform it is distributed on.

Why?

Simply put, because **each platform's audience has different expectations** as we mentioned before – and this includes both what you post – content and messaging – and how you post it – format, register, etc.

Posting the same content everywhere means you're doing the bare minimum for your online presence and for your content strategy, and it shows that you don't know what else to post and create to stand out. It shows that you don't know how each platform works, how each platform can help you make your post unique.

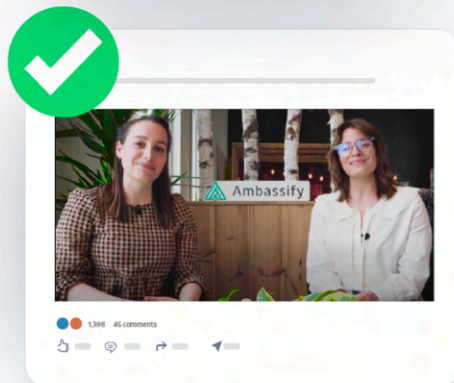
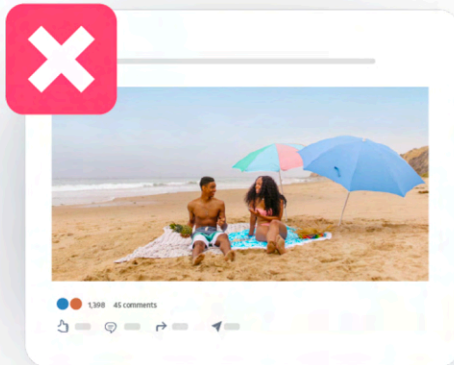
Creating new content

The same goes for messaging and overall communication.

Ongoing and tailored online communication is key to any Social Media strategy, but this won't matter if your aims are not on point and your expectations unrealistic and off-target.

An Example?

Think of LinkedIn: it's a business and employment-oriented platform which aims at connecting like-minded people, building meaningful connections between businesses and people, and generating networking opportunities.



Take a second to think about an individual's profile, not a company page. You wouldn't choose to post your vacation photos or the latest recipe you tested out from The Food Network there, am I right?

Rather, it will be more suitable (and beneficial for you) to, for example, post about the completion of a professional training, or an event you've attended and the such. **Creating and building your personal brand on LinkedIn, allows you to establish your credibility and build up your thought-leadership**, which, in turn, will help you create more and more meaningful connections.

Creating new content

Now, the same concept applies to company pages. On LinkedIn, you could choose to post the kind of content that will promote the more business-like or professional side of your company, rather than the playful and informal one. Of course, this is no iron rule, and the occasional exception might actually be really valuable, but definitely a balance to keep in mind when debating whether or not something matches the purpose of the platform.

You know what kind of people are active on one or other Social Media platform, so you can really do something with that knowledge and create posts that will win you the interaction and engagement you're after.

The more appropriate your content output is, the better engagement it will elicit, and the more it will help improve your online presence, your brand perception, and brand awareness.



TIP: Differentiate Social Media content output and use the tools at your disposal to maximize your online presence.

Creating new content

Another Example?

Let's think about Instagram. It was created to be a kind of digital photo album. Photos and short videos are what make it unique.



Instagram is fun, light, and its audience consumes short videos and still visuals with a clear message. They expect something engaging and not too serious. Why not use it to show the most human side of your company? Think of it as your company's photo album: employee photos, spontaneous stories from team events, videos from team celebrations, and such are the perfect tokens to post there.

So what's the point of tailoring your content to the Social Media channel?

Tailoring your content shows your audience that you're aware of their expectations and that you take them seriously, which is why you make sure that your content is catered to them.

