

A Step-by-Step Guide to Improve Your Social Media Content Planner



The Importance of A Content Planner

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What Do You Need?

LinkedIn is a place where members need to make a strong online presence to build professional connections. The only way to do this is to provide rich content on a regular basis.



1. Save hours of work in researching for content ideas at the last minute



2. Reduce the risk of making mistakes with more time to fact-check and edit



3. Structure your workdays since you know what tasks are prioritized



4. Improve your content strategy as you review your content for future references

What Do You Need?



Brainstorming

Here's a break-down of the brainstorming process to follow for any of your content strategies:

Jot down your ideas wherever you like, whether with a Trello board, in a word document, or even just on a simple piece of paper.

Let's think about:

Which type of content is your main priority?

- You may do some research here on what's working.
- See what your competitors post the most often and put those topics into the list of ideas!

How often do you want to post

- (if weekly, which days specifically?)
- A consistent schedule ensures constant engagement.
- Pro tip: It is recommended to plan your posts two months ahead.

The best time to post

- When are your audiences online? When are they most active?
- Check your social media analytics!

Your social media goal

- Set yourself a specific goal:
 - ◇ How much of an increase in the reach are you expecting?



Structure

Now that you know what to post, sort your list of content into a spreadsheet software!

Sure, you are putting the title and the publishing date, but it is not enough. Your planner should be **informative**.



Other than the basics, sort your content according to:

- LinkedIn-specific format
 - ◇ Is it a native video or a status post?
- Is it a paid/organic post?
- Theme
 - ◇ Is it to promote your recent article? Is it part of a HOW-TO series?
- Assignee
 - ◇ Who is in charge of creating the content & designing the graphics?
- Project status
 - ◇ Proposed/planned/on-going/finalised/scheduled/published
- Deadline
 - ◇ When do you need to finish by?

PRO TIP



Pro Tip: Trello is useful for assigning tasks to your writers and monitoring progress status with a deadline

For your planner to be an **excellent future reference**, also include:

- Did the post work?
 - ◇ How's the engagement? How many people did it reach?
 - ◇ Use a social media analytics tool to compare with your other posts.
- Repurposing
 - ◇ Now, what does it mean when you have a top-performing post?
 - ◇ It means people enjoy this content, so now think of how it can be repurposed into other format/s to capitalise its value.
eg: a live stream --> blog post



Assets Library

It's essential to use a **cloud-based platform** to upload assets for your postings.

It can be any platform you're using, such as Google Drive and Dropbox, as long as it is easily accessible.

Store the videos, pictures, illustrations, and other valuable creatives in one place, so no extra time is wasted ion finding where you put that graphic one week ago.

PRO TIP



Remember to have a folder to store all your content inspirations to avoid running out of ideas. It's important to stay creative!

For the last step, schedule them!

Now that you are done with brainstorming and got your content and assets ready to roll, it's time to schedule your content.

The best way of doing that is using an automated LinkedIn scheduler.

However, there's still more to establishing an online presence aside from creating quality content and a well-structured calendar. The most important element is still missing, and that is your audience.

If you're just starting out, it can be incredibly difficult to gain a huge following on social media. This is when hashtags come into use, and **FILT POD** has built the perfect tool for you to speed up this process.

