

● ● ● SAVVY SOCIAL SCHOOL

SOCIAL MEDIA

Rockstar

FRAMEWORK



STRATEGY OVERVIEW

Describe your relationship to social media?

What do you sell? Who is it for? Why does it matter?

How will you choose to show up on social media?

PILLAR ONE

PROMOTION

Promotional content helps you sell your product or service, motivates people to sign up for an email list, or encourages people to check out your site. These are the conversion-focused activities that fuel your business.

A lot of my clients stick to one promotional piece per five social posts, but that's not a hard and fast rule. If your promotional posts are getting a ton of love and engagement, feel free to increase it! Just take a look at your engagement and see what people are connecting with.

PILLAR TWO

EDUCATIONAL CONTENT

You know what you're talking about when it comes to your product or service, so don't be shy! Educational content teaches your audience something, and in the process you get to showcase your expertise. Tips of the day, how-to posts, and interesting stats are all useful educational content to add into the mix.

PILLAR THREE

COMMUNITY

Nobody works in a vacuum, so be sure you create some posts that highlight the bigger ecosystem your business operates in. Share some articles from your community, highlight industry happenings, and sound off on current events relevant to your field. These posts put you in dialogue with a broader community, and they're also a great way to show some love to the people around you.

PILLAR FOUR

ENTERTAINMENT

Let's not fool ourselves: sometimes, we go on social media to waste time. On all platforms (yes, even LinkedIn), you see a healthy dose of funny, observational, and jokey content that exists purely to amuse people. Don't be afraid to share some memes, jokes, and anecdotes!

Caveat: definitely do a gut check on how much and what kind of humor to bring. If you work in the funeral industry, for example, your humor is going to look a lot different than if you're an advertising consultant. You already know what's appropriate, so trust your instincts .

PILLAR FIVE

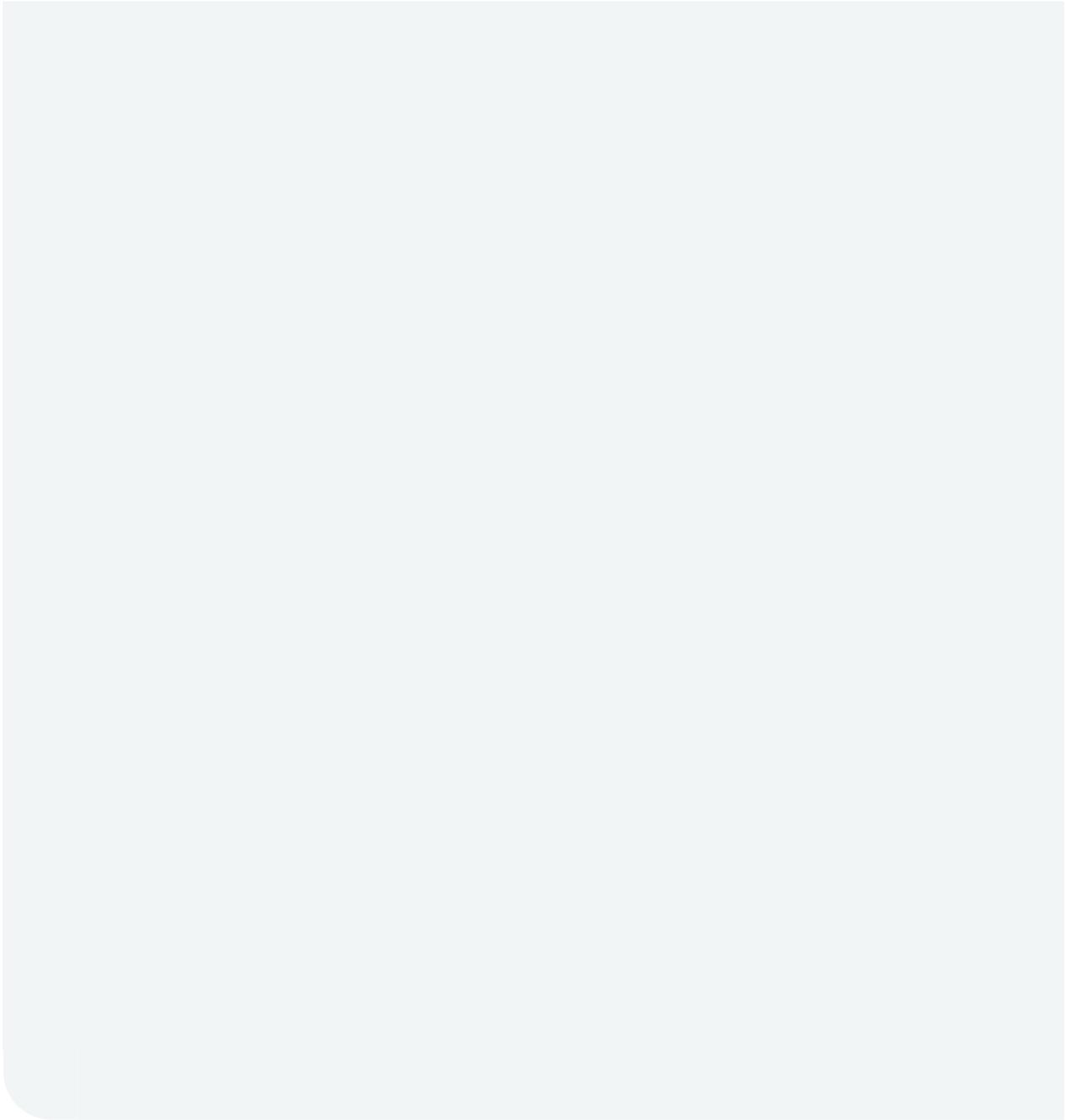
ENGAGEMENT

The last pillar should be focused on posts that encourage people to directly interact with you. Things like questions, polls, quotes, and agree/disagree statements can prompt interesting discussions. Even just asking for opinions is a good way to get people talking. This type of content is extremely algorithm friendly, because social networks love promoting conversation.

YOUR DAILY CONTENT OUTLINE

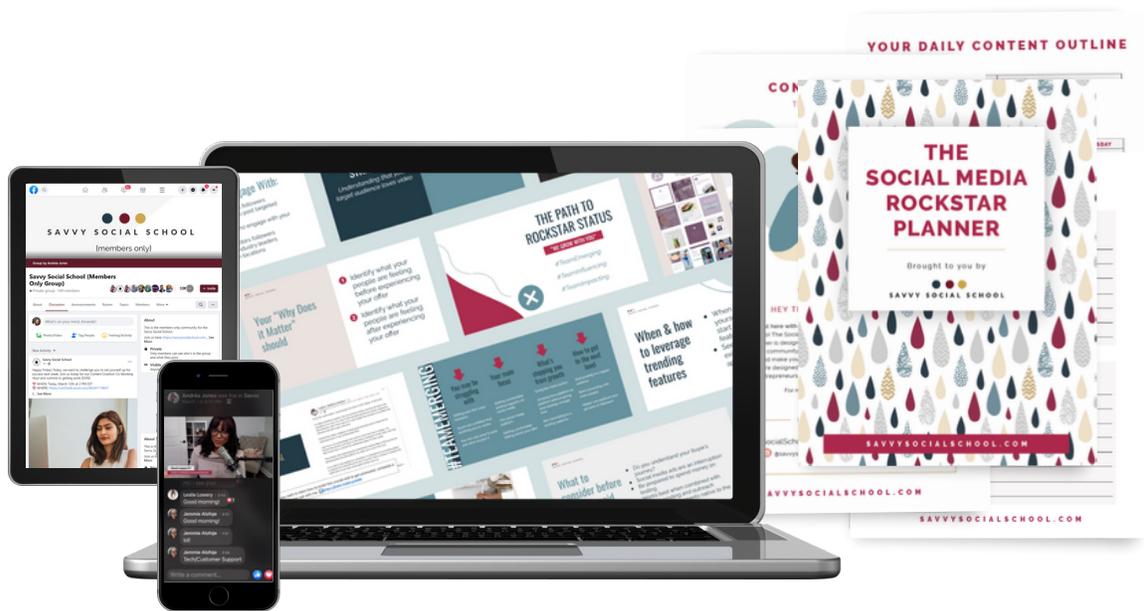
MONDAY	PILLAR
TUESDAY	PILLAR
WEDNESDAY	PILLAR
THURSDAY	PILLAR
FRIDAY	PILLAR
SATURDAY	PILLAR
SUNDAY	PILLAR

ADDITIONAL NOTES



JOIN THE SAVVY SOCIAL SCHOOL

We've only scratched the surface for how a good social media strategy can help you build a profitable community online. If you're ready to take things to the next level, join the Savvy Social School! Click the button below.



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