

You need to plan your content for social media

Planning your content is key to making sure your channels are well managed and run smoothly. Doing this in advance means you can think about all the content you need in plenty of time, so you are armed and ready to go when the time comes.

A great tool for creating images, branding, simple infographics etc. is canva.com. You can learn more about how to use the tool via one of their online tutorials: <https://www.canva.com/learn/design/tutorials/> but it really is simple to use.

Thinking ahead

If you don't already, sit down and spend some time looking at your social media content on a quarterly basis. Think about what you have coming up in the calendar, what significant moments are happening in your industry at key points during the year, what you want to say and when. Plotting this out will give you time to gather all the assets – videos, blogs, images, infographics etc. – to support the posts.

Use this template social media content planner to help; -

	Jan	Feb	March	April
Theme/key moments/campaign	e.g. new service launch	e.g. success stories from launch	e.g. Apprenticeship week	e.g. social care awards
Key words	<i>inspiring, easy to use, free, improvement</i>	<i>success, changing lives, making a difference</i>	<i>opportunities, jobs, experience, employment</i>	<i>awards, recognition, ceremony</i>
Primary message	<i>We are launching a new service, visit our website to find out more</i>	<i>Since our launch we have helped [TOTAL] people</i>	<i>We believe in opportunities for all and take on XX apprentices every year</i>	<i>We've been nominated for a social care award. Please take time to vote for us here: link</i>
Who to engage with	<i>service users, industry informers, stakeholders,</i>	<i>media, industry informers, stakeholders, funders</i>	<i>employers, industry, job centres, media, influencers</i>	<i>service users, industry, other nominees, award body</i>
Hashtags	<i>#cooperative #socialcare #socent</i>	<i>#cooperative #socialcare #socent</i>	<i>#apprenticeshipweek #apprentice #cooperative #socialcare #socent</i>	<i>#socialcareawards #winners #nominees</i>
Assets	<i>Launch video, graphic of new service, case study picture, infographic on important facts</i>	<i>Case study videos, case study pictures, case study quotes, links to blogs</i>	<i>Link to apprenticeship opportunities, infographic on what you get from an apprenticeship with us, case studies</i>	<i>Link to voting, examples of why we've been nominated, photos from the awards</i>
Example posts	<i>e.g. Today's the day, we launch our new service to help you get more from us, here's XX to tell you more.</i>	<i>e.g. Meet XX they joined us in 20XX and have been helped by our service</i>	<i>e.g. This #ApprenticeshipWeek we are celebrating our apprentices past and present. Keep following us to find out what they have gone on to do</i>	<i>e.g. It's the Social Care Awards this week and we've been nominated for the XX award. Here's our CEO on what it means for us</i>

Day by day schedule

Now you have a broad idea of your content, you can delve into exactly what you are going to say on a week by week, day by day basis.

Here is a template social media schedule for you to use.

	DAY/DATE & TIME	POST	ASSET
CHANNEL <i>e.g. Facebook</i>	<i>e.g. Mon 29 January 5pm</i>	<i>We've just read the Care to Cooperative's guide to social media. Thanks @WalesCoop we've learnt lots!</i>	<i>Link to guide</i>