

How To

Share Your Content With A Social Media Strategy Template

You just created a fantastic piece of content. Awesome.

Now, before you go ahead and share it with your audience, follow this social media strategy template to make sure you're actually participating in the conversation.

First, the basics (you knew this was coming!)

Find out where your audience is actually hanging out on social media:

Go ahead, search a bit, and write 'em down (networks, groups, forums, lists, blogs, etc.)

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Find your own preferred networks.

- Find networks that connects with tools to help you share your own and curated content.
 - Twitter
 - Facebook
 - LinkedIn
 - Google+
 - Tumblr
- Know how you will measure success for every network you choose.
- Plan how much money you will allocate to social networks where promoting your content reaches a broader audience.

Decide on how many social profiles you'll have.

For some networks, you may want to use multiple profiles for the different content you share. Plan different profiles for sharing different kinds of content:

Account Types	Twitter	Facebook	LinkedIn	Google+
Curated content mixed with your own content.				
Just your blog and marketing content.				
Your company's culture content and announcements.				
Personal mixed with business.				
Support.				

Find your content sharing strengths for your social networks.

Know what resources you have available to you to get started:

What apps and software do you have access to for creating content?

Are you a better writer or designer?

Do you have other team members who can help you out with your weak spots, or are you flying solo?

What social media do you enjoy yourself? Do you find yourself mimicking it easily?

Do you have a sense of humor? Are you more about being helpful?

Plan the content you'll share on each social network.

Twitter	Facebook	LinkedIn	Google+
Useful tips for your audience's role, practice, job, or position	Entertaining content	Business, industry, news, and thought leadership	Technical, how-to content

Plan how you'll share your content.

For every hour you write your content, spend 15 minutes sharing it.

_____ *Hours spent creating content* x .25 = _____

Share what you already know will be successful.

Make sure your social media messages connect with at least one of these things:

- This message supports a cause my audience can get behind.
- This message helps my audience connect with others.
- This message helps my audience feel involved in the industry.
- This message entertains my audience.

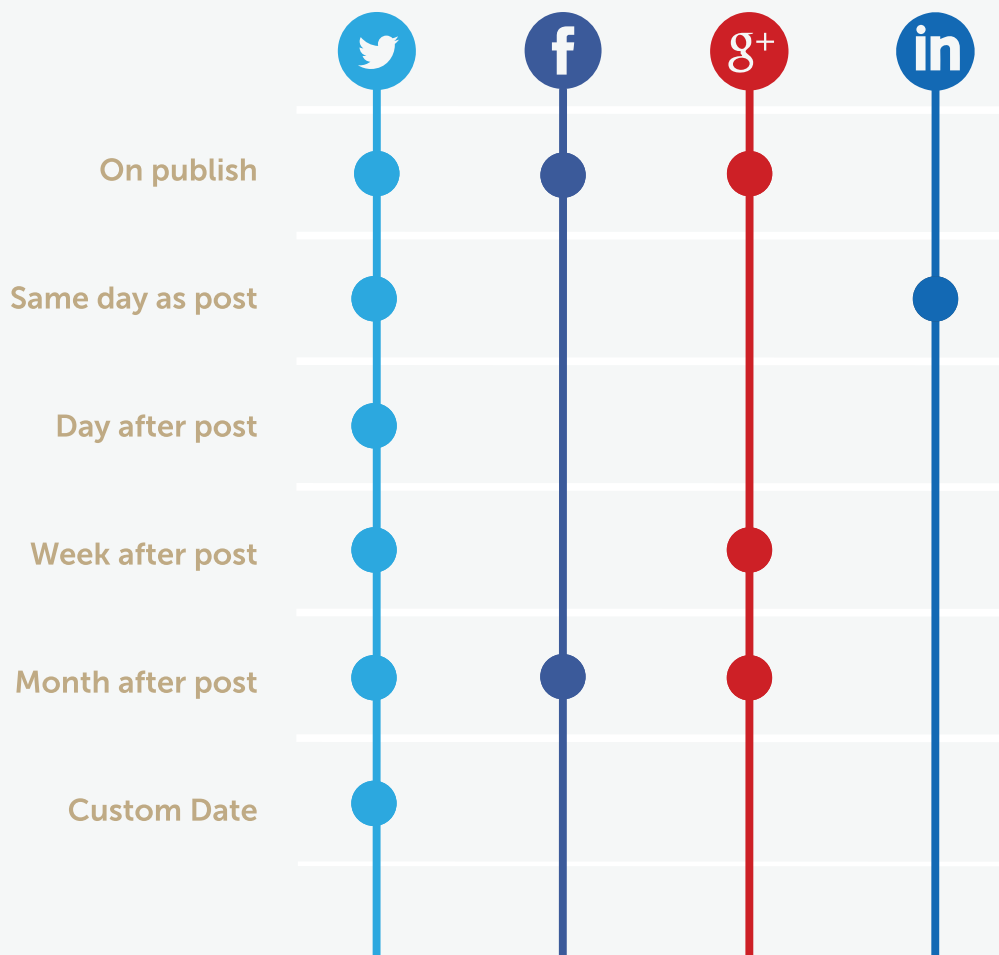
Include awesome visuals in the content you share.

- This message has a visual (image, graphic, or video).
- This visual is actually well done (and not included just to have a visual).
- This visual is sized appropriately for the social network.
- This visual has minimal text and will be legible even on mobile devices.

Optimize your messages for each social network.

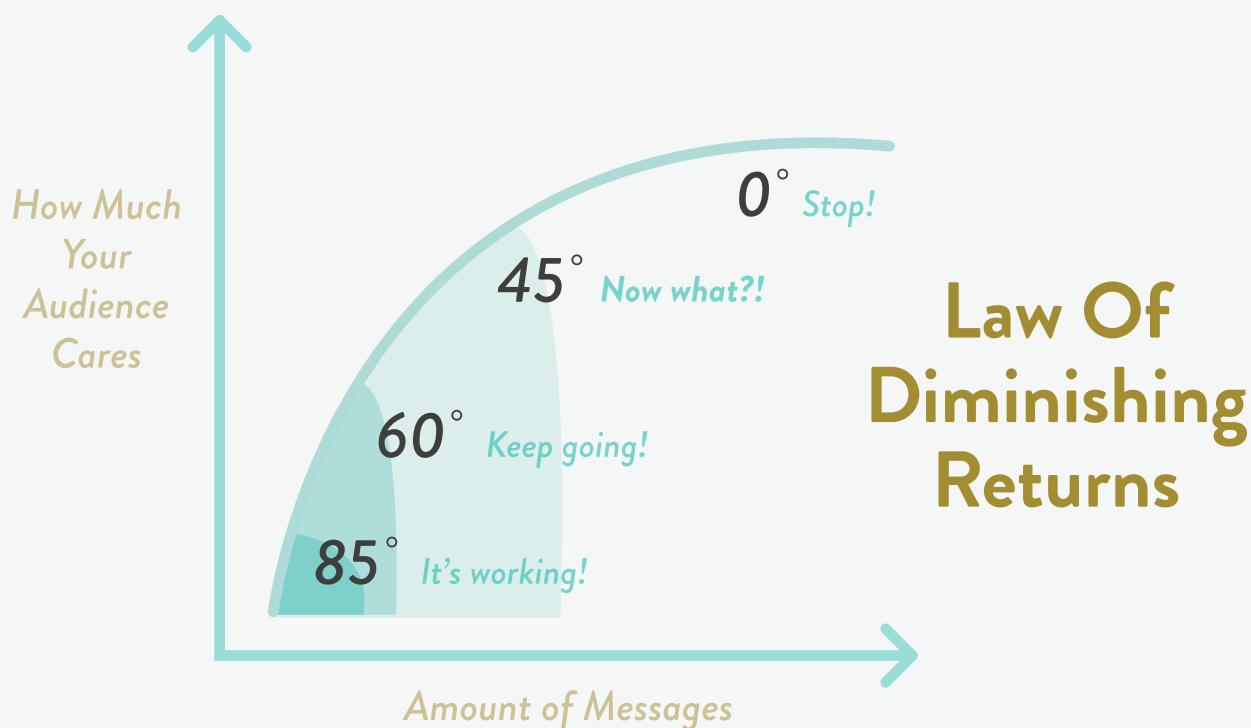
- This tweet shares useful tips to help my audience do something better. It has a 440 x 220 pixel visual with a 70- to 100-character message.
- This Facebook post shares entertaining content that engages my audience. It has a 1,200 x 630 pixel visual (or bonus points for a video) with a 100-character (or less) message.
- This LinkedIn post shares business, industry news, or thought leadership content. It has a 646 x 220 pixel visual (or bonus points for a video) with a short message that explains why my audience should engage with the content.
- This Google+ post shares technical, how-to content. It has a 497 x 279 pixel visual (animated GIFs or videos are great, too) and is marked up with rich text (bold, italics, bullets, etc.).

Share your content at the appropriate frequency on each social network.



Share your content until your returns diminish.

- Give yourself a to-do to review your social analytics



Participate and encourage conversation.

Circle one for each:

Yes or No: I have a plan to respond when someone reaches out to me on the social networks in which I participate.

Yes or No: I understand how I will respond to any comment that appears on my blog.

Yes or No: I know how we'll listen for mentions of our content and company anywhere on the Internet.

Yes or No: When I reference a blogger in my content, I have a plan to connect with them.

...if you selected "No" for any of these questions, that's an opportunity to enhance your social media plan!

I've explored these ways to answer questions, facilitate discussions, and participate in conversations:

- Twitter chats
- Twitter Lists
- Facebook Groups
- LinkedIn Groups
- Google+ Hangouts
- Niche Forums
- I'll create a new platform for my audience