


August 12, 2020

# *Content Calendars & User-Generated Content*

Anne Swoboda, Pine Street Digital



A photograph of a workspace on a white desk. On the left is a silver laptop with a black keyboard. In the center is a silver mesh pen holder filled with various pens and pencils. To the right of the pen holder is a small white stapler and a grey calculator. The background is a plain, light brown wall. A teal-colored rectangular shape is partially visible on the left side of the image.

# *Today's session*

## MAIN TOPICS

Develop social media strategy

Create social media content calendar

Leverage user-generated content

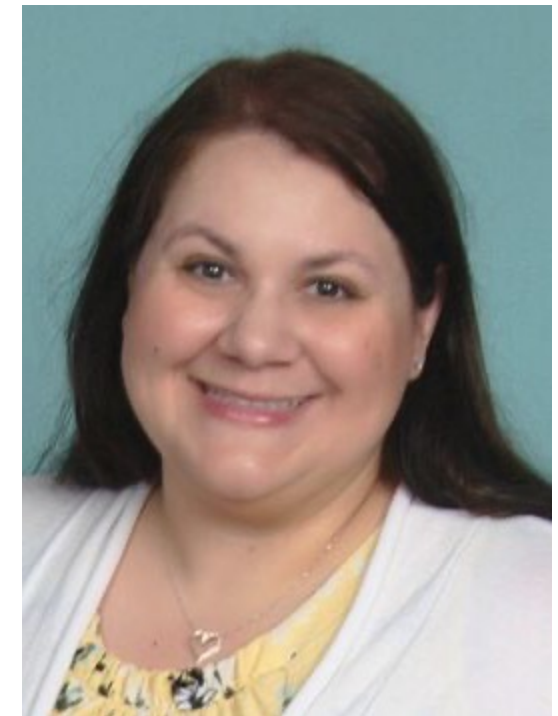
# *Anne Swoboda*

OWNER & STRATEGIST,  
PINE STREET DIGITAL

## **Social Media Strategist**

Anne is a creative marketer with a track record of developing and executing successful social media strategies and campaigns.

Anne creates and posts content for a variety of social media networks, has managed social communities with more than 340,000 users, and has developed dozens of social media strategies for clients in the tourism, hospitality, sales, and retail industries.



# *Tourism Advocate*

WORKING WITH DESTINATIONS  
FOR 12 YEARS

Anne is the founder/manager of the Tourism Industry COVID-19 Resource Group and Tourism Geeks Facebook Group, and cofounder of the monthly #tourismchat Twitter/Facebook chat.







HOW TO CREATE A

# *Social Media Strategy*

in five steps

1. Why do you want to be on social media?
2. Who is your target audience?
3. What are you going to share?
4. Where are you going to share?
5. When are you going to share?



# *1. Why do you want to be on social media?*



## **CREATE GOALS**

Examples:

- Increase brand awareness
- Drive traffic to your website
- Grow revenue/sales
- Provide social customer service
- Listen to conversations about your brand



## **S.M.A.R.T. GOALS**

Each goal should be:

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound

# Examples from Hootsuite

Business objective	Social media goal	Metric(s)
Grow the brand	<b>Awareness</b> (these metrics illuminate your current and potential audience)	Followers, shares, etc.
Turn customers into advocates	<b>Engagement</b> (these metrics show how audiences are interacting with your content)	Comments, likes, @mentions, etc.
Drive leads and sales	<b>Conversions</b> (these metrics demonstrate the effectiveness of your social engagement)	Website clicks, email signups, etc.
Improve customer retention	<b>Consumer</b> (these metrics reflect how active customers think and feel about your brand)	Testimonials, social media sentiment, etc.



# Homework

Write down THREE social media goals



## *2. Who is your target audience?*



### **DEMOGRAPHICS**

- Age
- Gender
- Education level
- Income level
- Marital status
- Number of children (if any)
- Occupation
- Location



### **INTERESTS**

- Hobbies
- Passions
- Things they are look for and read about



### **USE OF SOCIAL MEDIA**

- Which networks do they use?
- When do they consume content on social media?
- Why do they consume content?
- How do they consume content?



# Homework

Write down FIVE target audience traits



# *3. What are you going to share?*



## **THEMES**

- Specials/savings/free things
- News: special hours, influencer articles
- Seasonal
- General
- Events



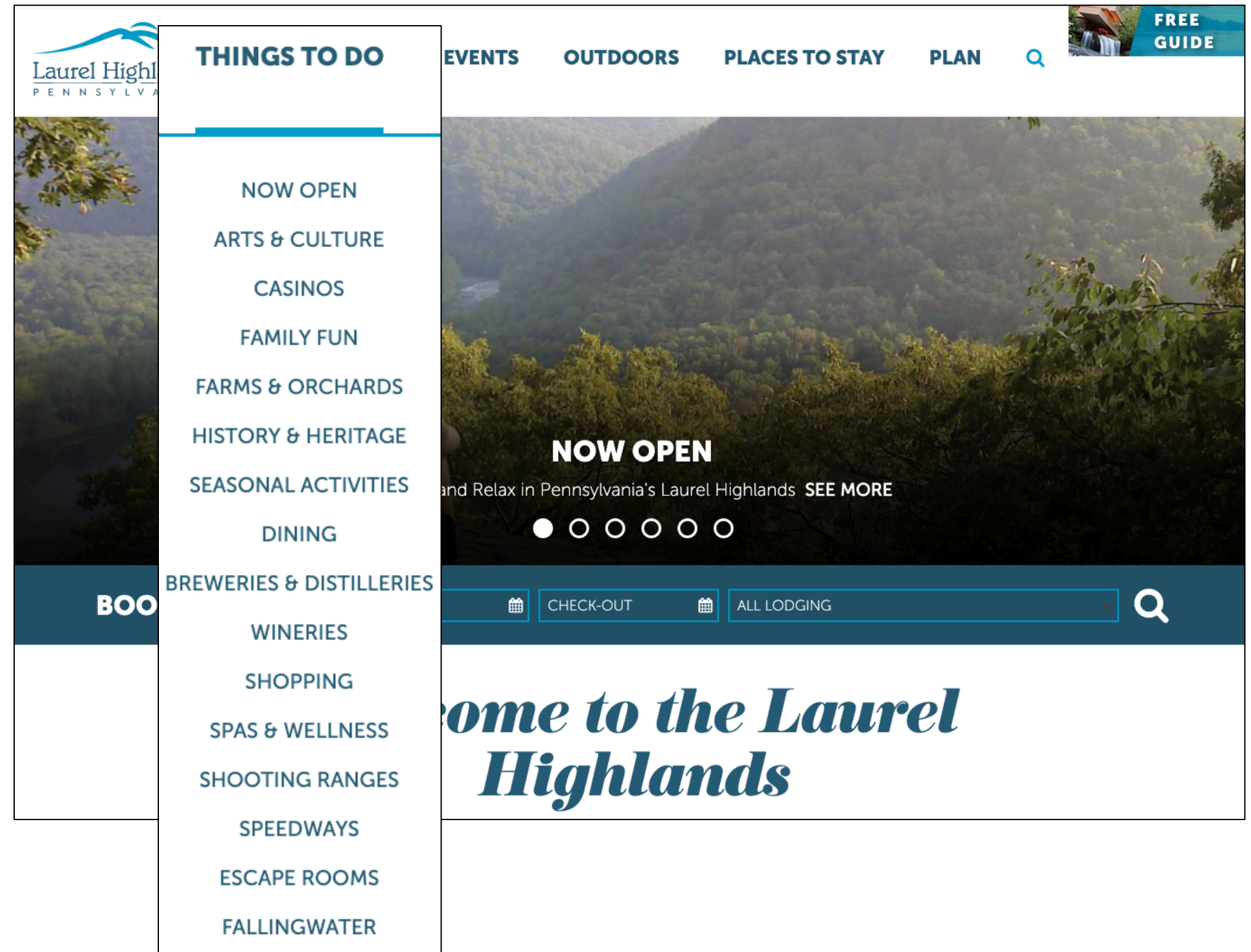
## **TIPS**

- Look at your website navigation, blog categories, or banner images
- Start with only a few themes
- Use larger, general themes
- You can still publish content that doesn't belong to current themes



# *Theme examples: Laurel Highlands VB*

- COVID-related
- Arts
- Family
- Outdoors
- Farms/Agriculture
- History
- Dining
- Events
- General
  - Itineraries
  - Blog posts
  - Accommodations
  - Meetings/events
  - Request/download Visitor Guide
  - Cross promote social channels





# Homework

Write down FIVE themes



# 4. *Where are you going to share?*

## PLATFORMS

- Facebook
- Instagram
- YouTube
- Twitter
- Pinterest
- Snapchat
- LinkedIn

## CONSIDERATIONS

- How much time can you devote?
- Personal skills related to content?
- What networks do you personally use?

### Use of different online platforms by demographic groups

% of U.S. adults who say they use ...

	Facebook	YouTube	Pinterest	Instagram	Snapchat	LinkedIn	Twitter	WhatsApp
Total	68%	73%	29%	35%	27%	25%	24%	22%
Men	62	75	16	30	23	25	23	20
Women	74	72	41	39	31	25	24	24
White	67	71	32	32	24	26	24	14
Black	70	76	23	43	36	28	26	21
Hispanic	73	78	23	38	31	13	20	49
Ages 18-29	81	91	34	64	68	29	40	27
18-24	80	94	31	71	78	25	45	25
25-29	82	88	39	54	54	34	33	31
30-49	78	85	34	40	26	33	27	32
50-64	65	68	26	21	10	24	19	17
65+	41	40	16	10	3	9	8	6
<\$30,000	66	68	20	30	23	13	20	20
\$30,000-\$49,999	74	78	32	42	33	20	21	19
\$50,000-\$74,999	70	77	34	32	26	24	26	21
\$75,000+	75	84	39	42	30	45	32	25
High school or less	60	65	18	29	24	9	18	20
Some college	71	74	32	36	31	22	25	18
College+	77	85	40	42	26	50	32	29
Urban	75	80	29	42	32	30	29	28
Suburban	67	74	31	34	26	27	23	19
Rural	58	59	28	25	18	13	17	9

Note: Whites and blacks include only non-Hispanics. Hispanics are of any race.

Source: Survey conducted Jan. 3-10, 2018

"Social Media Use in 2018"

PEW RESEARCH CENTER



# Homework

Write down your top THREE networks  
in priority order



# *5. When are you going to share?*



## **GENERAL TIMES**

- Mornings
- Commute times
- Lunch breaks
- Evenings
- Weekdays vs. weekends



## **TIPS**

- Use insights to see when more users see your posts or are online
- Analyze to see if there are any patterns
- Schedule posts for consistency



# Homework

Write down **THREE** (or more) general times  
when you will share your content





HOW TO CREATE A

# *Social Media Content Calendar*

through planning, publishing,  
and analyzing






## POSTING FREQUENCY

Best practices (from Buffer):

- Facebook: 8-15 per week
  - 1-2 per day
- Instagram: 5-10 per week
  - 1-2 per day
  - Stories: 2 per week
- Twitter: 21-70 per week
  - 3-10 per day
- Pinterest: 5-10 per week
  - 35-70 per day
- LinkedIn: 8-15 per week
  - 1-2 per day





TAKE  
A DEEP  
BREATH





## POSTING FREQUENCY

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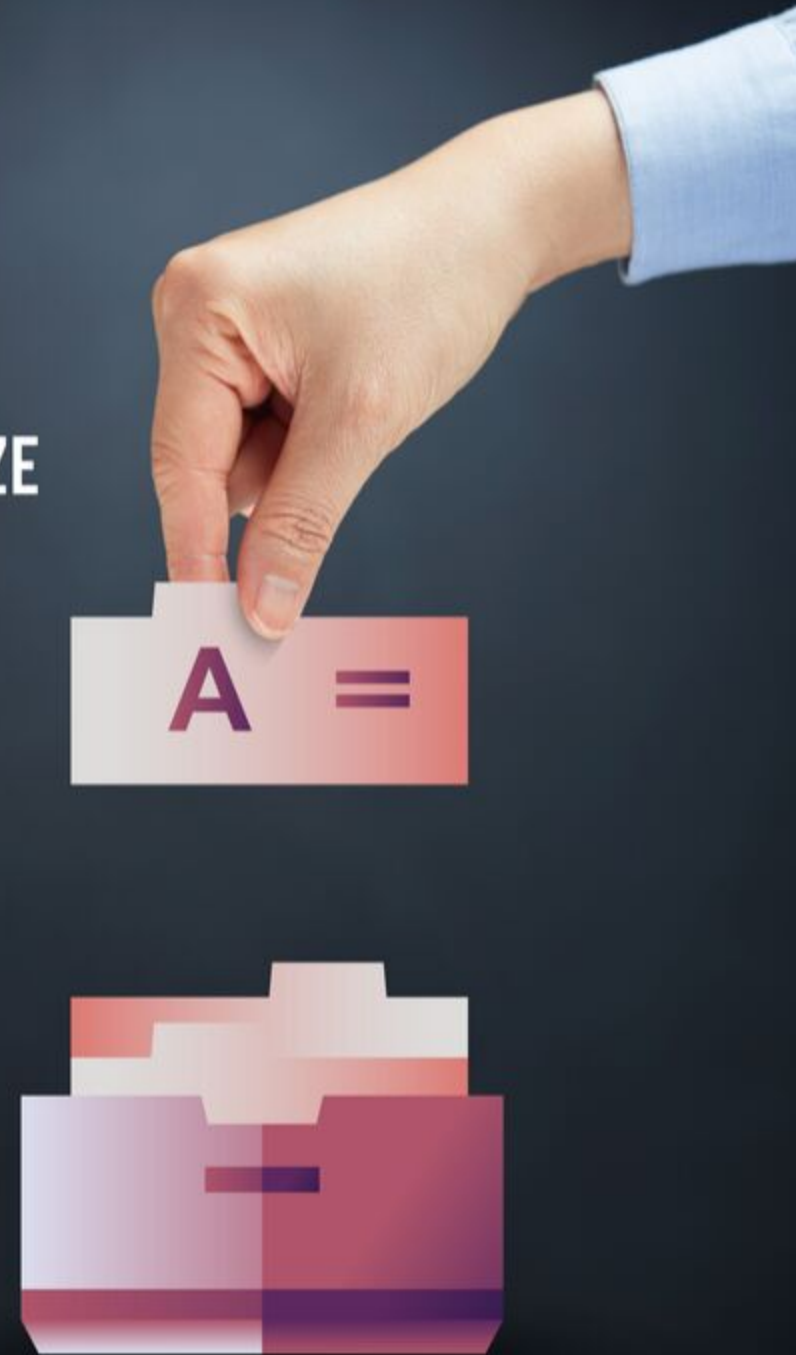
## CONTENT CALENDAR

Tools to consider:

- Microsoft Excel
- Google Drive Spreadsheet
- Trello
- Evernote
- Find templates by Googling "content calendar template"



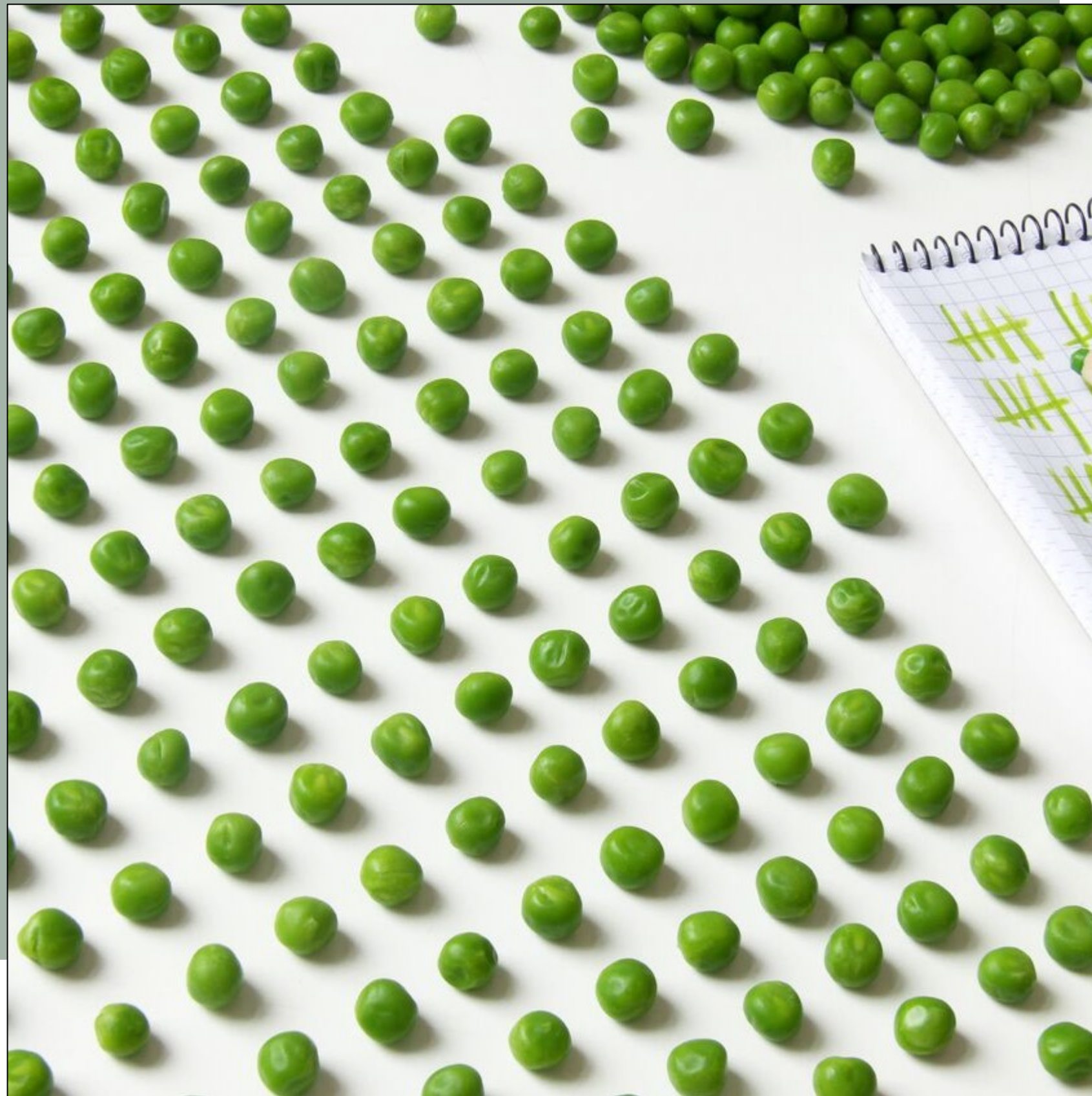
**ORGANIZE**



## MY CONTENT CALENDAR

- My Google Drive Spreadsheet tabs:
  - Facebook, Instagram, Twitter, Pinterest, etc.
  - Calendar
  - Hashtag holidays
  - Reporting
  - Competitors
  - Logins
  - Time sheet





## TAB ORGANIZATION

(From an OCD planner)

- Status: posted, scheduled
- Date posted: exact date
- Week: space out your calendar by weeks and number of posts
- Calendar note: holiday, check weather, check link, etc.
- Theme
- Post copy: add quantity of weekly posts here, or other note
- URL
- Hashtags: on Instagram tab
- Asset: photo/video file name or description



A	B	C	D	E	F	G	
Status	Date Posted	Week	Calendar Note	Theme	Post Copy (8-10 posts/week + at least 2-3 shared partner content/week) + EVENTS	URL	Asset
Posted	8/4/2019	8/4/2019	1	event	Dullinger Family Farm is a 158-year-old family farm where visitors can take a stroll through history at Stop at Henry's Drive-In for the best Chicago-style hot dog around. What do you put on your hot dog? More info here: <a href="https://www.ilroute66.org/What-to-See/Details/articleid/3805">https://www.ilroute66.org/What-to-See/Details/articleid/3805</a>	<a href="https://www.ilroute66.org/What-to-See/Details/articleid/3805">https://www.ilroute66.org/What-to-See/Details/articleid/3805</a>	event
Posted	8/5/2019	M	2	dining	Famed Hot Wheels designer Larry Wood drives a supercharged Shelby GT-5 for a cross-country Route 66 adventure.	<a href="https://journal.classiccars.com/2019/08/04/talk-about/">https://journal.classiccars.com/2019/08/04/talk-about/</a>	phot
Posted	8/6/2019	T	3	news	You must see the Rialto Square Theater next time you're in Joliet. This lavish "vaudeville movie palace" was built in 1926 and offers tours. Or choose one of their many events! More details here:	<a href="https://tralfsquare.com/tickets/shows/">https://tralfsquare.com/tickets/shows/</a>	link, thumbnail
Posted	8/6/2019	T	4	general	Which are your favorite scenes of Route 66 in Illinois?	<a href="https://www.usatoday.com/picture-gallery/travel/destin">https://www.usatoday.com/picture-gallery/travel/destin</a>	photo
Posted	8/7/2019	W	5	general	One of the most historic photo stops in Springfield is Lincoln Tomb State Historic Site. The tomb, built of granite with a 117-foot high obelisk, is the final resting place for Abraham Lincoln, his wife Mary Todd, and three of their four sons.		link
Posted	8/7/2019	W	6	Photo Stops	Details: <a href="https://www.ilroute66.org/What-to-See/Details/articleid/3979">https://www.ilroute66.org/What-to-See/Details/articleid/3979</a>	<a href="https://www.ilroute66.org/What-to-See/Details/articleid/3979">https://www.ilroute66.org/What-to-See/Details/articleid/3979</a>	photo
Posted	8/8/2019	R	7	dining	Finding good food and ingredients along Route 66 is easy with places like Furks Grove Heritage Fruits & Grains! Stop to see the farm and the Furks Grove Country Store. Learn more here:	<a href="https://www.ilroute66.org/What-to-See/Details/articleid/4189">https://www.ilroute66.org/What-to-See/Details/articleid/4189</a>	photo
Posted	8/8/2019	R	8	TBT	Here's a great #TBT story of the Coliseum Ballroom on Route 66 in Berid. It was was a hopping place After its musical heyday, an antique mall filled the Coliseum for several years. The Ballroom burned! Learn more from this Coliseum Ballroom Documentary video: <a href="https://www.youtube.com/watch?v=2Jk1Y02RpggA">https://www.youtube.com/watch?v=2Jk1Y02RpggA</a> Check out our interpretive exhibit in Berid for it: <a href="https://www.ilroute66.org/What-to-See/Details/articleid/4789">https://www.ilroute66.org/What-to-See/Details/articleid/4789</a>	<a href="https://www.youtube.com/watch?v=2Jk1Y02RpggA">https://www.youtube.com/watch?v=2Jk1Y02RpggA</a>	photos
Posted	8/9/2019	F	9	general	Get all the info you need here, including a Route 66 road trip playlist!	<a href="https://www.enjoyillinois.com/travel/illinois/route-66-the">https://www.enjoyillinois.com/travel/illinois/route-66-the</a>	link
Posted	8/10/2019	Sa	shared	dining	launching post share		link
Posted	8/13/2019		shared		We were thrilled to meet with visitors from China this past weekend at the Birthplace of Route 66 Festival in Springfield, MO. <a href="https://www.facebook.com/cheryleischarlett/posts/10214599153265855">https://www.facebook.com/cheryleischarlett/posts/10214599153265855</a>	<a href="https://www.facebook.com/cheryleischarlett/posts/10214599153265855">https://www.facebook.com/cheryleischarlett/posts/10214599153265855</a>	photo





## #PROTIP

- Make content calendar sharable so staff can collaborate
- Space out your dates, fill in themes, find content sources, then write post copy
- Use one platform for planning, copy/paste post ideas to repurpose content
- Don't forget holidays
- Have fun with #hashtag holidays
- Plan in advance and schedule everything



## QUALITY CONTENT

- Helps or informs people
- Easy to share
- Has a Call-To-Action
- Makes sense to your target audience
- AND... should be repurposed

## CONTENT MIX

- 80/20 Rule
  - 80% inform or help others
  - 20% promote your business
- Rule of Thirds
  - 1/3 promotes your business
  - 1/3 shares ideas from other sources
  - 1/3 personal interactions





## TYPES OF CONTENT

- Photos and videos typically perform better than links or text posts
- Facebook Events are promoted within the platform, and are easy for users to find
- Add hashtags when applicable





## SCHEDULING CONTENT

- Copy/paste content from your calendar into the network
- Schedule a week's worth of content together, and notate what has been posted or scheduled in your calendar
- Schedule multiple posts in one sitting, on one network at a time
- I prefer to schedule Facebook posts via Facebook for customization
- Other tools: Hootsuite, TweetDeck, Buffer, Sprout Social, Tailwind

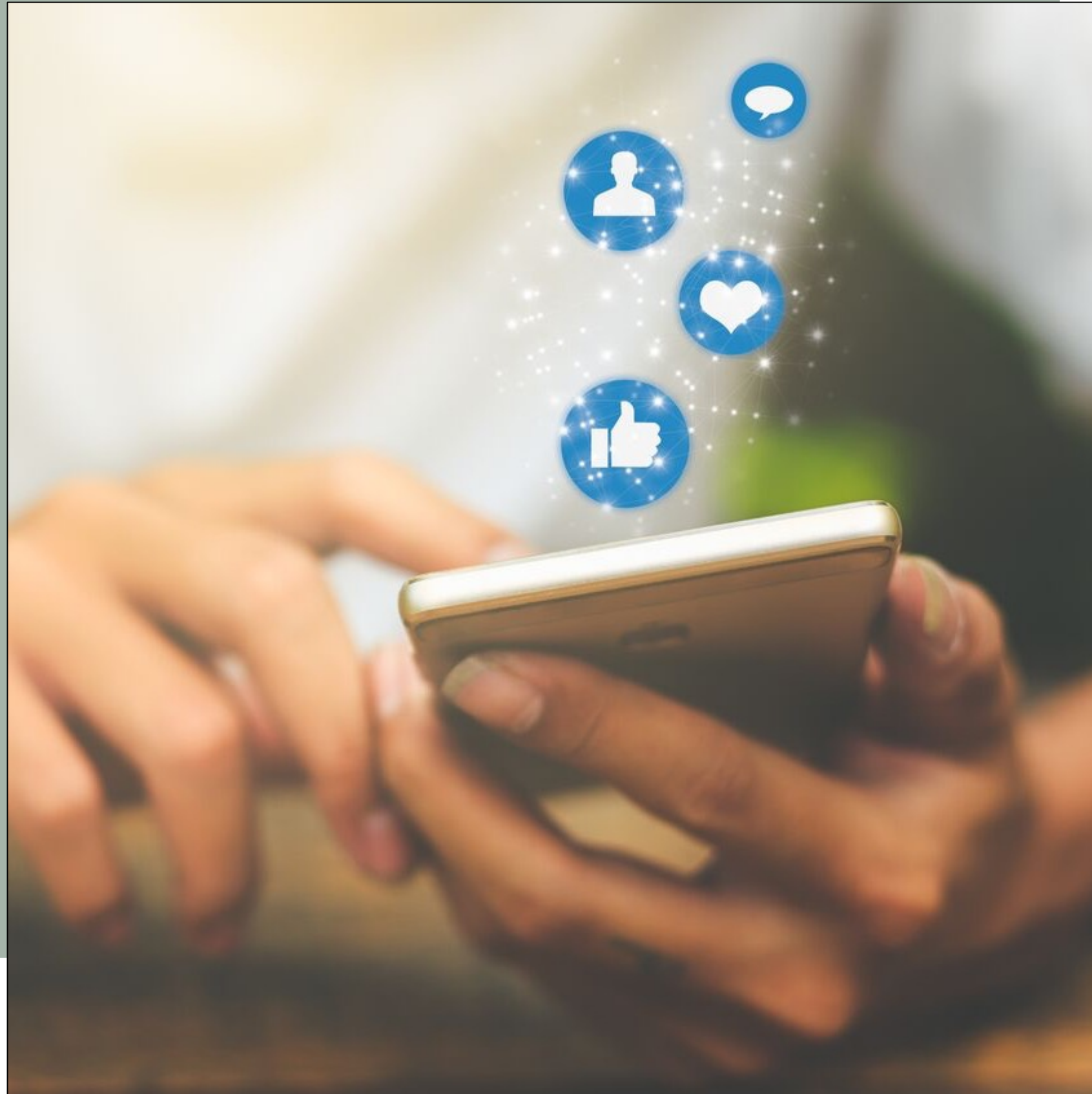




## #PROTIP

- ALWAYS double proof your content
- Quotation marks are sometimes added when you paste content into a post box, depending on how you copy the cell
- Copy and paste Instagram post text and hashtags from the Google Drive app or through AirDrop from Mac to iPhone; or use a desktop scheduler like later.com
- Use Dropbox for images so you can easily share them or use them on any device
- Work in batches - sourcing content, choosing image/saving images to Dropbox, writing post text, and scheduling





## COMMUNITY MANAGEMENT

- If you schedule content, don't forget to engage/interact with your communities on each platform
- Like comments on your Facebook posts, check for mentions, public shares, reviews, and private messages
- Reply to comments, messages, tags, mentions, etc.
- Hide negative, hurtful, or spam comments





## MEASURE AND OPTIMIZE

- Followers
- Number of posts
- Interactions: likes, comments, shares, retweets, etc.
- Post reach
- Post impressions
- Link clicks
- Website traffic
- Visitor guides requested via social
- Customer testimonials
- Google reviews
- Other conversions

# *Social media is always changing*



Experiment with different types of content published at different times.

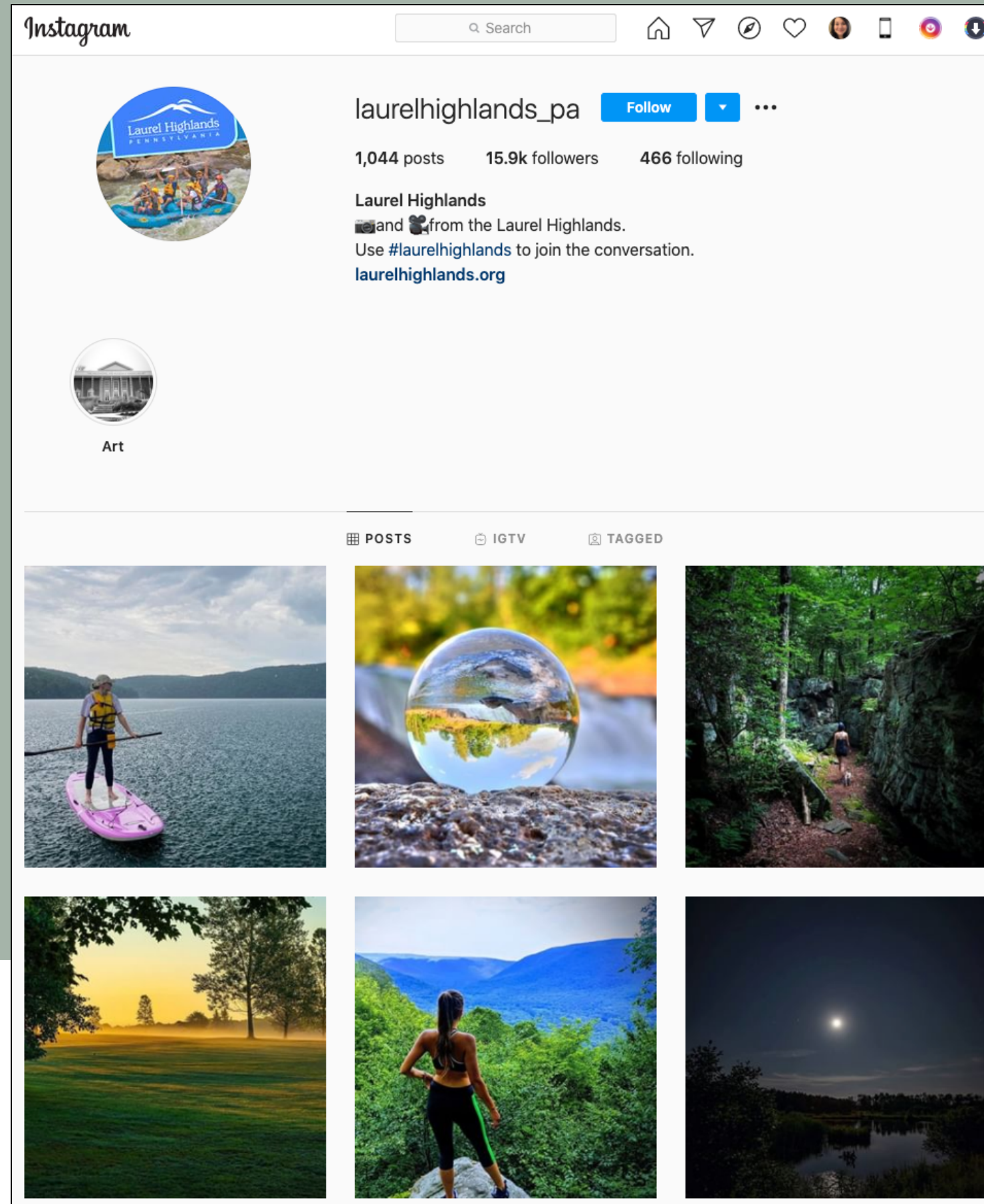
If something performs well towards your goals, try to replicate it in a future post. And post it again in a few months.

If something didn't perform well, see if you can figure out why. Tweak it and test it again!





# *User-generated content*

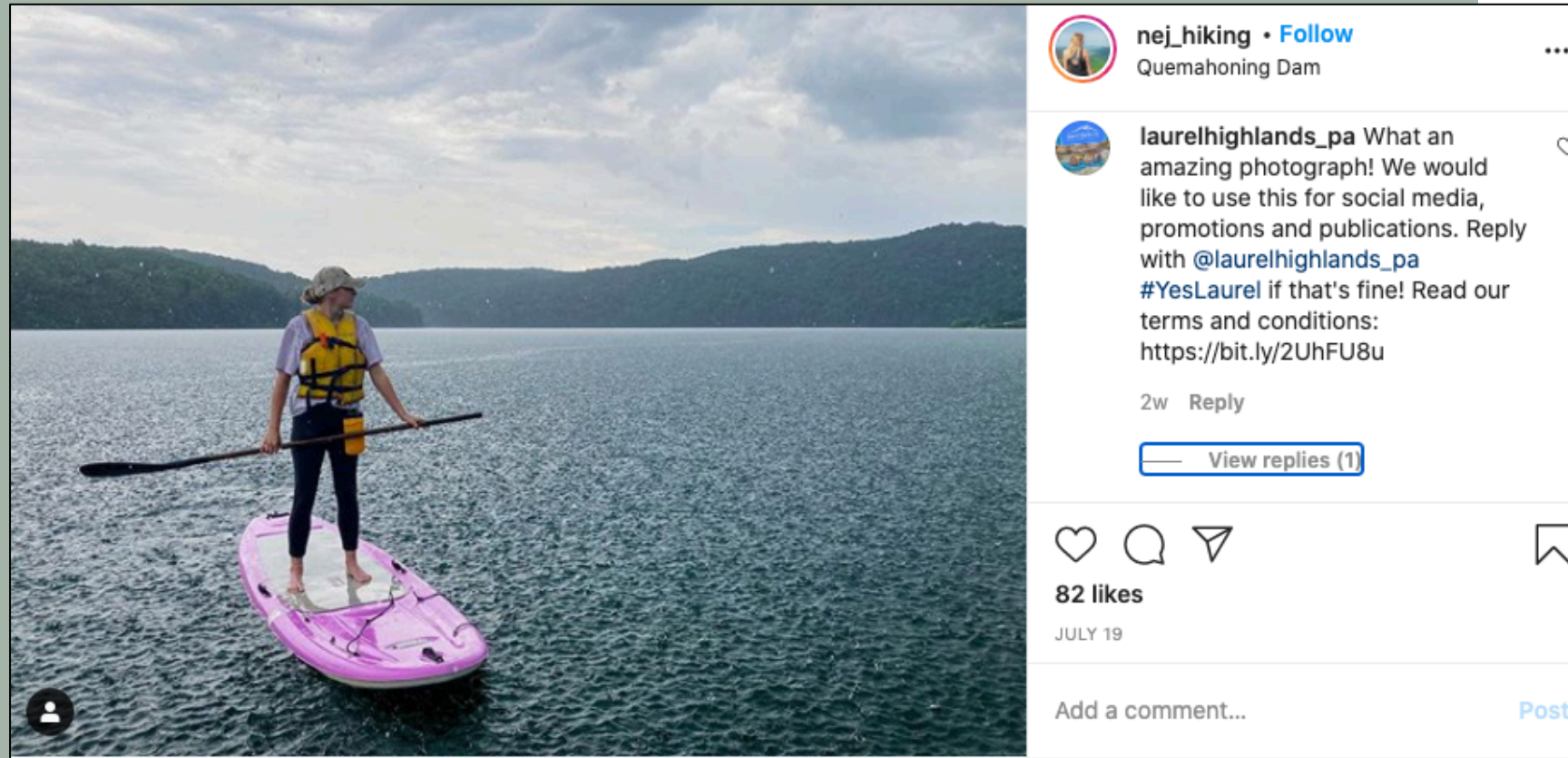


## SEARCH FOR IMAGES

- Hashtags
- Tagged images of your account
- Location tags

List instructions in your profile – to tag @accountname or #hashtag to be featured





## INTERACT AND SHARE

- Save the image
- Like the image
- Comment on the image
- Thank the photographer
- Always provide photo credit



## TIPS

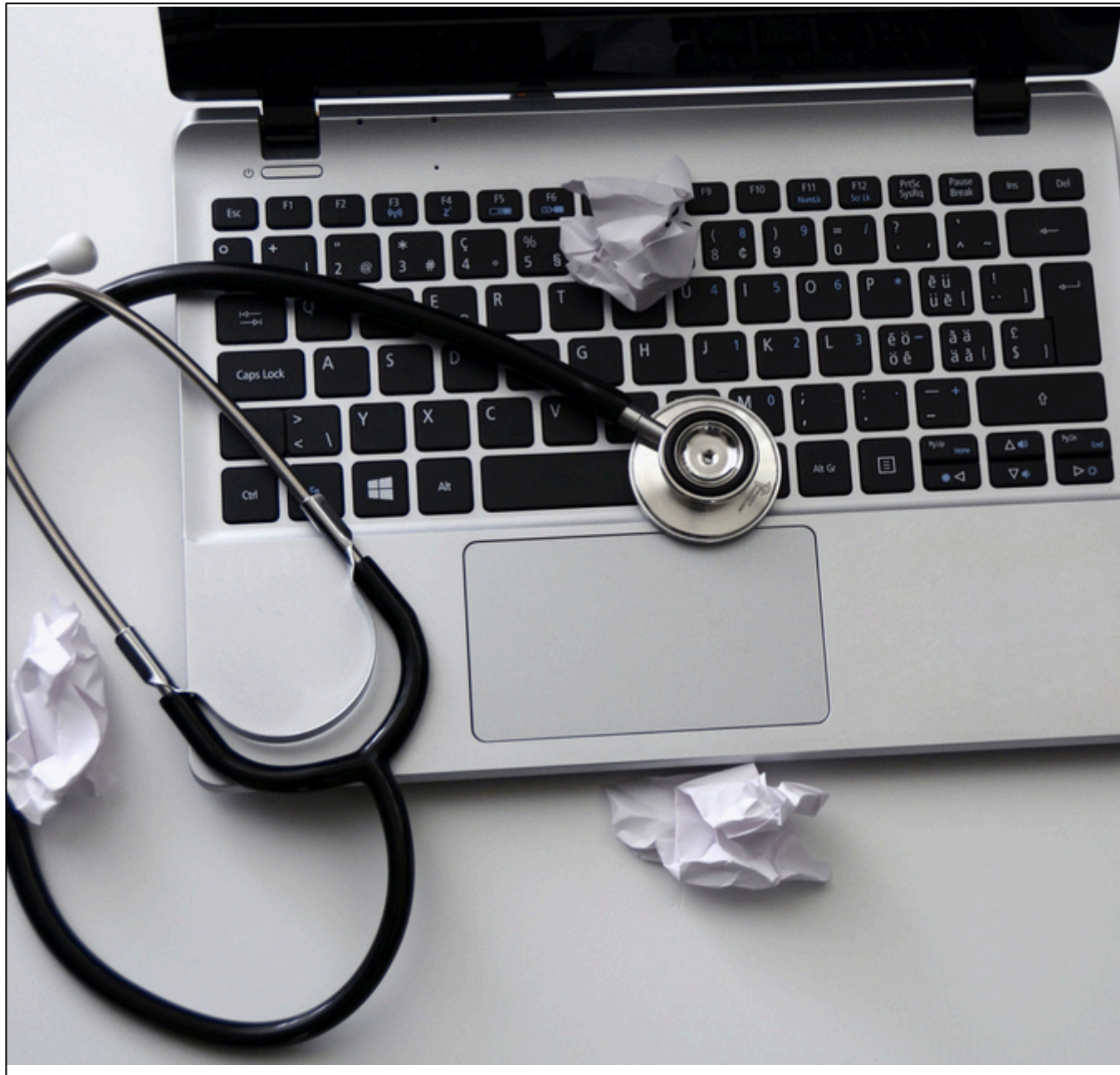
List instructions in your profile:  
“tag @accountname or #hashtag to  
be featured in our content”

Always ask for permission to share

Publicize your handles and hashtags  
in your business

Discover your advocates and  
ambassadors





THREE BUSINESSES  
WILL RECEIVE A FREE

*Website/Social Media  
Assessment*

# *Let's get social!*

## **CONTACT ME**

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