

Overview:

Students will be creating a sample content calendar for a local entrepreneur so we organize, promote, and analyze the power of social media.

Objectives:

- Students will be able to compare and contrast content types and discuss types of content used today.
- Students will be able to create a variety of social media marketing materials for different types of businesses
- Students will be able to describe the importance of using social media to support a company's or individual brand and image.

Day 1

Opening Questions: Do you follow any businesses or influencers on social media? What platforms do you follow them on?

Social Media is now one of the most powerful tools a content creator like Steve Solkela, with content ranging from music videos and music, to live streams and blogs, or even live events, Steve has his hands full with keeping track of his postings! Let's watch this clip from [Making It Up North about Steve's "overpopulated" one man band!](#)

Before we dive into making a content calendar, let's first analyze this infographic from SocialMediaMarketo.com to see the power of having a strong social media presence for your small business.

Class Discussion: What type of content do you expect to see from Steve on social media? What platforms does he or should he be utilizing?

Watch a few videos and listen to a few songs so you can get the class a better picture of his personality and talents.

A Killer Social Media Strategy for Start-ups and Small Businesses

The Power of Social Media

- 92% of Marketers said Social Media is important to their Businesses
- 97% of Marketers are using some form of Social Media Marketing
- 74% of Adult Internet Users Utilize Social Media
- 64% of Sales Teams who use Social Media Reach their Sales Quotas
- 55% of all Buyers use Social Networking to Research a Product
- 61% of B2B Marketers use Social Media Networks to Build Leads
- 31% of Overall Traffic to Websites is Driven by the Top 8 Social Networks
- At the Beginning of 2016, there were **4.2 BILLION** Active Monthly Social Media Users on the Top 8 Social Networks

12 Simple Steps for an Effective Social Media Strategy

- Define Target Audience**
Age, Gender, Location, Income and Education
Use **Alexa** and **Google Adwords** for Research
- Research Buyer Persona**
Use **MakeMyPersona.com** for Persona Creation
- Research Influencers**
Use **BuzzSumo** for Research
- Identify Social Media Platforms used by Buyer Persona**
Use **BuzzSumo** and **Ahrefs** for Research
- Look at Competitor's Preferred Social Platforms**
Use **BuzzSumo** and **Ahrefs** for Research
- Produce Content that addresses Buyer Persona Pain Points**
Use **Quora** and **Forums** for Research
- Create a Content Bank**
Blog Posts, Videos, Pictures, Infographics & Quick Tips
- Engage and Build Relationships**
- Maintain a Consistent Content Publishing Cycle**
- Invest on Getting More Social Followers; Share Expert's Content**
- Automate Social Sharing with Tools Like Buffer and Hootsuite**
- Evaluate Your Results and Improve Your Strategy**

References:

- <http://www.imediainconnection.com/articles/ported-articles/red-dot-articles/2015/apr/the-6-core-pillars-of-social-marketing-success>
- <http://www.adweek.com/how-to-advertising-branding/glimpse-marketers-social-media-strategies-159962>
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- <http://youescapelfrom9to5.com/social-media-monthly-active-users-infographic>
- <http://www.socialskight.net/social-media-marketing-consultancy>
- <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet>
- <http://blog.hubspot.com/sales/social-selling-stats-that-will-inspire-you>
- <http://blog.hubspot.com/sales/surprising-statistics-on-social-selling>

Infographic By: **Social Media Marketo**

SocialMediaMarketo.com

Day 2-3

1. Create a new Google Sheet or Excel Document. We are going to use [Steve's "Overpopulated" One Man Band](#) as our example entrepreneur and create a sample content calendar for him for one month! He might already have some events listed on his website, so make sure to include those!
2. Label the following columns: Title, Content, Purpose, Date, and Notes
 - a. Title- What the post will actually say.
 - b. Content- Pictures, videos, songs, updates, etc.
 - c. Purpose- Why are you making this post? What is the specific goal?
 - d. Date- When are you going to post it? Are you only going to post it once? Will there be sneak peeks?
 - e. Notes- Is this advertising a music video? A live event? Video clip? Does it need to be monitored?
3. Make a list of your content ideas. If you write about a variety of topics, it may help to categorize them as you go. But you can just list them out. New songs, live events, birthday parties, videos, marketing posters, facebook posts, youtube posts, everything that you do on social media should be here.
4. Decide on frequency. Would this business benefit from a daily post? A weekly update? Every other day? A little bit of everything?

Here is a video on [How to Create a Content Calendar](#) for you to use as your reference.

Day 4

Have students turn in and share their content calendars with each other. It will be really fun to see the different perspectives of each of your students. Some students will try to monetize his business as much as possible, some will totally forget that he does live events, and some will take an approach towards his smile and unique personality with his tandem-bike rides. The reflection piece of this is often the most enjoyable so you can see all the different perspectives.