

# ***SOCIAL MEDIA CONTENT SAMPLE POSTING SCHEDULE***

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
	<p style="text-align: center;"><b>Motivational/ Encouraging</b></p> <p style="text-align: center;"><i>Quotes, encouraging or motivational messages, etc</i></p>	<p style="text-align: center;"><b>Hard Sell</b></p> <p style="text-align: center;"><i>Hard: product, service, etc. Sale, coupon or promotion, event, etc Soft: realted to product like asking</i></p>	<p style="text-align: center;"><b>Behind The Scenes</b></p> <p style="text-align: center;"><i>BTS: before &amp; after, office shots, Visitor/guest meetings, putting product together, struggles, stories, etc.</i></p>	<p style="text-align: center;"><b>Humor</b></p> <p style="text-align: center;"><i>Can also be personal (YOU!) family, nature, recreation, etc. Anything that brings a smile.</i></p>	<p style="text-align: center;"><b>Personal/You!</b></p> <p style="text-align: center;"><i>Build a relationship, connection. 87% of consumers buy from people they know, like &amp; trust. Share your life, Make yourself relatable</i></p>		
	<p style="text-align: center;"><b>Motivational/ Encouraging</b></p>	<p style="text-align: center;"><b>Educational/ Informative</b></p> <p style="text-align: center;"><i>People want information: Share article, Create a list, promote value, offer motivation</i></p>		<p style="text-align: center;"><b>Soft Sell</b></p> <p style="text-align: center;"><i>Soft: ask a question, start a conversation related to product, etc</i></p>	<p style="text-align: center;"><b>Personal/You!</b></p>		
	<p style="text-align: center;"><b>Motivational/ Encouraging</b></p>	<p style="text-align: center;"><b>Hard Sell</b></p>	<p style="text-align: center;"><b>BTS</b></p>	<p style="text-align: center;"><b>Humor</b></p>	<p style="text-align: center;"><b>Personal/You!</b></p>		
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		<p><b>HOW LONG DO POSTS LAST?</b> Posts vary according to platform. Whereas some remain on the feed or online indefinitely, the audience view/exposure varies. For example:</p> <p><b>Twitter</b> :about 18 mins (post 3x per day max)      <b>Blog</b>: 2 years (once a day)</p> <p><b>LinkedIn</b>: about 1 week (post 1 time per day)      <b>Instagram</b>: about 24 hours (post 1-2x per day)</p> <p><b>Facebook</b>: about 5 hours (post 2x per day)</p>					



**REMEMBER:** 80% of your social media posts should inform, educate, and entertain your audience, while only 20% should directly promote your business. Try to post at least 3 times per week. Videos, blog posts, podcasts are all great platforms to integrate in your social media presence as well and will offer extended exposure and increase visibility. Keep consistent with your brand by using logo, fonts, colors, overall messaging, etc whenever possible. For more post planning tips and trip we recommend: <https://www.postplanner.com/blog/how-to-schedule-social-media-posts/>

**IF YOU NEED ASSISTANCE** with campaigns, graphics, scheduling tools, etc email: [amongthefabulous@gmail.com](mailto:amongthefabulous@gmail.com) for a quote