







Planning Content for Social Media

-  **POST CONSISTENTLY.** The platforms recognize and reward users who post consistently. Choose a frequency that's sustainable for you, for example every Tuesday and Saturday.
-  **MIX YOUR FORMATS.** Post photos in one post, a graphic in another, share another user's post in a 3rd post, post a mini-blog, then try a video. Facebook and Instagram have features that will make a video of your photos. You can also shoot video on your phone of a home closing or you talking about an interesting topic about which you are an expert. There are several free graphic design programs like Canva and Piktochart that help you make ready-made graphics. Levo has several posts a week you can share. Content should always tie to the call to action you want people to take. You can watch your analytics and see what people are most interested in, and do more of it.
-  **MAKE A CONTENT CALENDAR.** A content calendar is simply a schedule of when you're posting what. It specifies the date, time and the type of post you're putting up. I like to work ahead and have a few weeks' worth of content done and pasted into my calendar. Meta Business Suite has a nice calendar feature that allows you to save drafts and schedule posts. It also lets you post on Facebook and Instagram at the same time (but don't forget to change the cropping of your photos between the two platforms. Facebook – landscape; Instagram – portrait.)
-  **SCHEDULE POSTS.** Once you're decided what day and time are most successful, you can schedule your posts so they go up even if you're busy.
-  **WATCH YOUR ANALYTICS.** Most channels will tell you when your followers are on the platform and most likely to engage; however, if your goal is to get new followers, try different days of the week and different times of day.
-  **BE FLEXIBLE.** Set Google alerts for topics that relate to what you want to post about, and share them or create posts that celebrate holidays or occasions tied to what you want to be an expert about.

Example:

WEEK	DAY	TIME	TOPIC	FORMAT	NOTES
1	Tuesday	9 p.m.	Planting seeds	Graphic	Talk about seed starter
1	Thursday	7 p.m.	Tilling a garden	Share post from a local hardware store	Demonstrates tilling techniques
1	Saturday	10 a.m.	Start from seed or buy a plant?	Blog	Compare price, time to yield, yields
2	Tuesday	9 p.m.	How to set up drip lines	Video	Show setting up a drip line
2	Thursday	7 p.m.	Weed or Seed?	Photos	Show most common weeds that masquerade as seeds in the area