

WEEKLY

30 minutes a day

Research ideas for weekly blog.

Research & schedule industry articles.

Engage with thought leaders.

Monitor conversations.

Find 5 new people to follow.

MONTHLY

60 minutes to prepare

Whats happening in your industry.

Create a one month content plan.

Define your weekly message theme.

Identify calendar events e.g Easter.

Social media audit.

WHAT

Type of content should I be sharing?

Relevant industry articles.

Your business blog.

Motivational quotes.

Personal 'wins', actions or stories.

Re-tweets & re-pins.

Top Tips.

Industry Events.

Infographics.

WHEN

Is the best time to post?

Use analytics to find your audience behaviour and post based on the data.

WHO

Is your target audience?

Define your perfect customer/reader and post information they are interested in.

WHERE

Do I post?

Identify where your target audience hang out and focus on that social network.

HOW

Often do I post?

Post five times per day on twitter and once per day on all other social networks.