

# SOCIAL MEDIA

## CONTENT STRATEGY PLAYBOOK

PRESENTED FOR THE CHICAGO NETWORK MEMBERS BY

C o n t e n t **R|S**

Making content real simple.

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SECTION ONE

# Best Practices: Your Guide to Creating a Successful Social Media Strategy

Social Media Content Strategy Playbook

Content **RS**

Making content real simple.

Yes, "content is king," but we must remember: People keep the king on the throne. That's right, your content is only king because your audience is willing to listen. To keep your audience engaged with what you have to say on social media, determine the right information to develop for the right audience, using the right channel at the right time. Here's how you create a successful social media strategy...

## Governance & Process Planning: Defining the Right Roles, Responsibilities & Workflow

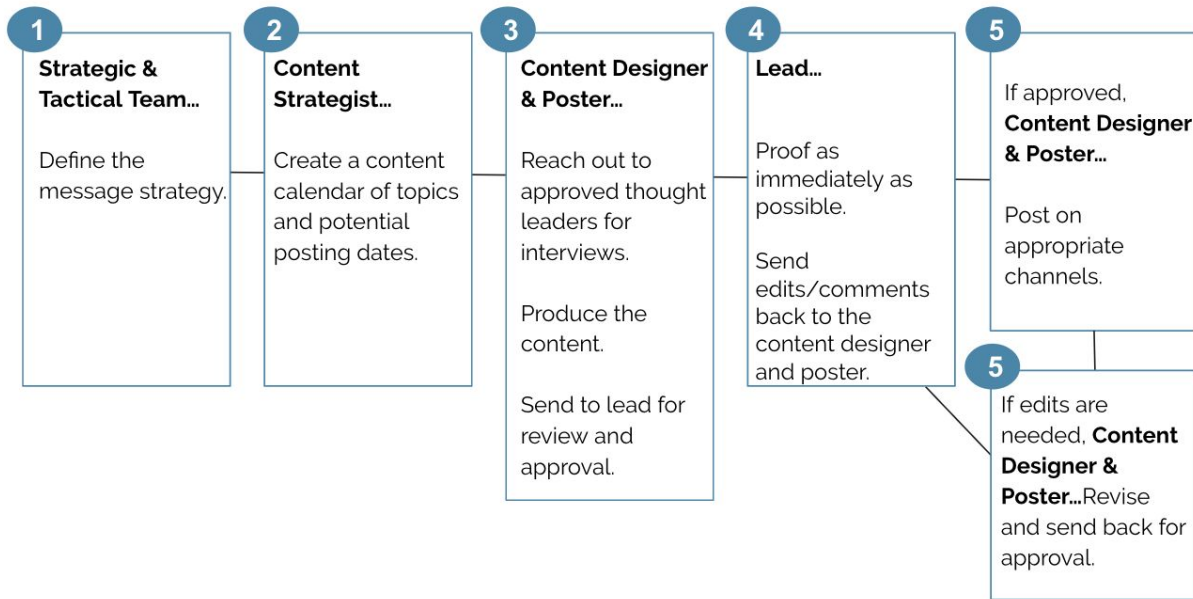
### GOVERNANCE PLAN

A governance plan identifies the strategic and tactical team involved in planning, developing and analyzing your social media strategy. It creates a procedural baseline and provides your social media team with the marching orders they need to get their job done. It helps them know what their role is, their responsibility and how they fit within the team. This is especially important during uncertain times when your well-planned social media strategy is put on hold to deal with crisis communications.

ROLE	SKILLS	RESPONSIBILITY	PERSON
Lead	<ul style="list-style-type: none"> <li>Understands the organization's brand vision</li> <li>Able to communicate organization's needs to the strategic and tactical team</li> </ul>	<ul style="list-style-type: none"> <li>Leads the overall messaging needs</li> <li>Communicates to CEO &amp; Communications Committee</li> <li>Supports KPI development</li> </ul>	Liz
Content Strategist	<ul style="list-style-type: none"> <li>Understands how social media channels are used</li> <li>Can lead and manage meetings</li> <li>Able to communicate ideas and vision</li> </ul>	<ul style="list-style-type: none"> <li>Schedules all strategical, tactical and communications meetings</li> <li>Creates the editorial calendar</li> <li>Reports results to strategic team</li> <li>Supports KPI development</li> </ul>	Rebecca
Communications Strategists	<ul style="list-style-type: none"> <li>Supports and consults the organization's brand vision</li> <li>Shares overall marketing and PR strategies</li> </ul>	<ul style="list-style-type: none"> <li>Provides insight into overall brand message</li> <li>Supports KPI development</li> </ul>	Melissa & Anne
Content Designer & Poster	<ul style="list-style-type: none"> <li>Experience designing engaging visuals and messages for all social media channels</li> </ul>	<ul style="list-style-type: none"> <li>Designs message for all channels</li> <li>Posts messages on all channels</li> <li>Supports KPI development</li> </ul>	Britt

## PROCESS (WORKFLOW)

Everything is better with a process (workflow). Outline the steps from content vision to content development, from review and approval to posting, so your team can focus their energy on developing great content instead of wondering who is doing what.



[Complete the \*\*Governance Planning & Process\*\* exercise.](#)

# Measuring Success: Choosing Key Performance Indicators

Knowing what success looks like helps you know if your social media strategy is working. There are several options for choosing your key performance indicators. Here are a few:

## NUMBER OF FOLLOWERS

What it tells you	Why it matters
How many people you reach.	While it's great to know how many people you reach, this measurement does not tell you if your followers are invested in what you have to say or if they're simply following you for a follow back.

## NUMBER OF SHARES, LIKES AND/OR COMMENTS

What it tells you	Why it matters
Which messages your followers find worthy enough to share with their friends, colleagues and family.	When people share your message it's a great indicator that they truly value your message, they're willing to talk with their followers about it.

## NUMBER OF CONVERSIONS/LEADS

What it tells you	Why it matters
How many people converted to become an active customer. Conversions can be a purchase, a membership or giving an email address for more information.	Helps you know the type of posts that convince people to part with their money or information.

## PROFILE VISITS

What it tells you	Why it matters
Who is interested enough in you to visit your website or other links in your profile.	Enables you to track which messages resonate with people enough that they want to learn more about you.

## BRAND MENTIONS

What it tells you	Why it matters
Who is talking about you and why.	Helps with tracking positive and negative messages.

## REPORTING ON YOUR KPIs

You'll definitely want to track your analytics on a monthly basis, but a single monthly report isn't sufficient data to make a change or pivot. Instead, use quarterly, half-year and annual numbers to get a sense of which messages are resonating with your audience.

Report your monthly findings with your internal team. Share quarterly, half-year and annual numbers with the leadership team.

When reporting to the leadership team, include reasons for and solutions to the not-so-successful numbers.

[Complete the \*\*Key Performance Indicators\*\* exercise.](#)

## Content Strategy: Choosing the Right Information for the Right Audience

### DEFINE YOUR BUSINESS GOALS

When developing your social media strategy, you must understand your *why*. Your business goals are your *why*. They drive your strategic decisions, including financial investment, message development and brand alignment.

### IDENTIFY YOUR AUDIENCE NEEDS

If your business goals are your *why*, knowing your audience is your *how*. When you know your audience, you know how to create and share information that resonates with them by answering key questions:

1. Who do I want to reach (gender, age, profession, etc.)?
2. What are their challenges?
3. Which channels are they using?
4. When are they typically online?

[Complete the \*Our Audience Needs\* exercise.](#)



## DEFINE YOUR MESSAGES

Once you have defined your business goals and identified your audience, outline the messages you want to share based on your audience, their needs/challenges and how you can help.

Audience	Their Needs / Challenges	How We Can Help
TCN Members	Information on what's happening within TCN and with TCN Members	Share events and member announcements
Future Women Leaders	Support to help them feel empowered to lead	Share insights from our members
	Examples of how to lead	Share stories of achievement
Media	Connect with TCN's mission	Provide newsworthy stories

Next, list the categories of content and the type of messages to include within each category. Here is an example:

CATEGORY	TYPES OF MESSAGES
Announcements	<ul style="list-style-type: none"> <li>● Events</li> <li>● New Members</li> <li>● Awards &amp; Promotions</li> </ul>
Empowering	<ul style="list-style-type: none"> <li>● Inspiring Women Members</li> <li>● Inspiring Women in the U.S.</li> <li>● Inspiring Women around the World</li> </ul>
Equity Principles	<ul style="list-style-type: none"> <li>● Updates</li> <li>● Examples</li> <li>● Statistics</li> </ul>
Leadership	<ul style="list-style-type: none"> <li>● Tips</li> <li>● Best Practices</li> <li>● Examples</li> </ul>

[Complete the \*Our Messages\* exercise.](#)

## Sharing Your Message: Channel Strategy, Message Timing & Frequency

### Channel Strategy

Each social media channel has its own unique qualities, making it necessary to create messages that match the channel's purpose and tone. The following matrix provides a snapshot of how people typically interact with each channel.

CHANNEL	PURPOSE	AUDIENCE MOTIVATION	TO NE	BEST USED FOR . . .
Facebook	Share, inform, educate and announce	Connect and be informed	Precise and conversational	Sharing new blog posts. Hot topic sharing.
Instagram	Show human side, announce	Be motivated	Optimistic, bold	Culture. Motivation. Connection.
Twitter	Influence, lead, share, inform and announce	Connect and be informed	Precise and visionary	News. Announcements. Hot topic sharing.
YouTube	Share stories and educate	Learn and be entertained	Light-hearted, emotional, fun	Thought leadership. Culture. Learning.
LinkedIn	Share, inform, educate and announce	Connect, network and be informed	Precise and professional	Thought leadership. Career.

When choosing which channel(s) to invest your time and energy, there's only one guideline: Choose the channel(s) your audience most likely use.

## Message Timing & Frequency

People always ask how often they should post on social media. Unfortunately, there's no one answer. According to marketing expert, [Jay Baer](#), the answer is:

"The best social media publishing frequency is: when it's worthwhile."

However, message timing is important because you want to share information at times your audience is most likely to see it. The more people who see it, the more likely it will be shared. The more times it is shared, the more chances new people will like your page. Back to Jay's answer. Say it again, but this time, add "to your audience." at the end of his statement. That's your guiding principle, share messages when your audience wants it.

Your question now may be, "How do I know when my audience wants information from me?" Good question. Start with an educated guess, try it, revise it or keep it. Your social media strategy is a living plan. You need to constantly track your key performance indicators to see if the message quality and timing work.

*[Complete the \*\*Sharing Our Messages\*\* exercise.](#)*

# Planning & Development: Creating an Editorial Development Calendar

## The Editorial Calendar

For many posts, you are able to plan at least one month prior. Ideally, you plan all of your key messages one quarter prior. This gives you a baseline to which you can add breaking news and announcements. Listing all messages in one calendar helps you see the bigger picture and how the messages integrate with each other.

## The Content Development Schedule

Your editorial calendar should include due dates, start dates, and review and approval dates. This not only helps the content lead who is responsible for getting the content posted, but helps the producers create well-thought out designs and messages.

[Complete the \*\*Content Editorial Calendar & Scheduling\*\* exercise.](#)

SECTION TWO

# Strategy: Create Your Social Media Playbook

Use the following pages to help you create your social media strategy.

Social Media Content Strategy Playbook

Content **RS**

Making content real simple.

# GOVERNANCE PLANNING & PROCESS

## Who is on our social media team?

Your governance plan includes strategic and tactical team members who work together to create a successful social media strategy.

Role	Skills	Responsibilities	Person

## What's our process?

Define your workflow — from content need decisions and development to approval and posting.

# KEY PERFORMANCE INDICATORS

## What does success look like to my organization?

Write three to five key performance indicators you want to track.

# AUDIENCE NEEDS

## Who do we want to reach?

Answer the following questions to determine who you want to reach. Define their needs and desires, how can we help and predict where they are and when.

Who do we want to reach (gender, age, profession, etc.)?	What are their challenges?	How can we help?	Which channels are they using & when?



# OUR MESSAGES

## What do we need to say?

Outline your offering and identify who finds value in it.

How We Help	Key Messages	Ways to Explain

**Who has similar offers, and how do we differ?**

List your competitors, and clearly state how your offer differs — for better or worse.

Our Competitors	Our Differentiators

**What are our message categories and types?**

List your message categories and the type of messages to share within each category.

Message Category	Types of Messages

# SHARING OUR MESSAGES

## Where are we going to post and when?

Now that you've identified your message categories and message types, list the categories in each row then list when and where to post and the type of content elements needed.

MESSAGE CATEGORIES	MESSAGE TYPES	CHANNELS	POST DAY & TIME <small>(refer to your audience)</small>

# CONTENT EDITORIAL & DEVELOPMENT CALENDAR

## What does our schedule look like this month?

Editorial calendars are best created in an Excel type document. For this activity, use the template found using [Google Sheets for this exercise](#).

April 2020

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11

## What is our production schedule?

Once your editorial calendar is approved, create the corresponding development schedule. Use [Google Sheets for this exercise](#).

APRIL						
Content Development Schedule						
Message	Post Date	DEVELOPMENT PHASE		RESPONSIBILITIES		
		Start Date	Approved Date	Develop	Review / Approve	
Blog						
Social Media						
Newsletter						

SECTION THREE

# Setting Up: Content You Need to set up Your Social Media Channels

Social Media Content Strategy Playbook

Content **RS**

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## Write Your About Us Copy & Choose Your Imagery

[See image guidelines](#)

### FACEBOOK

INFO NEEDED	CONTENT STYLE GUIDELINES	COPY / IMAGE
FEATURED IMAGE	820 X 360 pixels Choose image that relates to your brand and audience	
PROFILE IMAGE	Choose image that your audience will recognize, such as your logo	
ABOUT	1-2 sentences to describe how we help people understand what you offer.	
STORY Tell about your business with storytelling	No more than three paragraphs	
IMPRESSUM This is an optional field. In certain countries, such as Austria, Germany and Switzerland, businesses may be required by law to include a statement of ownership on their web presence.	The limit is 2,000 characters.	
SAFETY INFORMATION	1-2 sentences about your safety information	
PRODUCTS	List the products you offer and a brief description for each	
PRIVACY POLICY	Consult with your legal team	

## YOUTUBE

INFO NEEDED	CONTENT STYLE GUIDELINES	COPY / IMAGE
ABOUT	1-2 sentences that help viewer understand who you are and why they should subscribe to you	
IMAGE	2560 x 1440 pixels with a maximum file size of 4MB	

## Write Your Profile Messages

### INSTAGRAM

INFO NEEDED	CONTENT STYLE GUIDELINES	COPY
PROFILE	1-2 sentences to describe how you help people.	
IMAGE	110 x 110	

### TWITTER

INFO NEEDED	CONTENT STYLE GUIDELINES	COPY
PROFILE	<ul style="list-style-type: none"><li>• Brief description of who you are</li><li>• Avoid passive tone</li><li>• Refrain from jargon and acronyms</li></ul>	
IMAGE	1500 x 500 pixels	



## LINKEDIN

INFO NEEDED	CONTENT STYLE GUIDELINES	COPY / IMAGE
PROFILE	<ul style="list-style-type: none"><li>• Brief description of who you are</li><li>• Avoid passive tone</li><li>• Refrain from jargon and acronyms</li></ul>	
BACKGROUND IMAGE	1400 pixels by 425 pixels	
PROFILE IMAGE	200 X 200 Pixels	

# APPENDIX

Social Media Content Strategy Playbook

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## LinkedIn About Us Example

### Overview

The Chicago Network is a premier organization of diverse, professional women in the Chicago area who have reached the highest echelons of business, the arts, government, the professions and academia. Our purpose is to create empowering relationships for women leaders that enable our members to increase their impact on their organizations and the community at large through peer networking, mutual support and issue awareness.

<b>Website</b>	<a href="http://www.thechicagonetwork.org">http://www.thechicagonetwork.org</a>
<b>Industry</b>	Non-profit Organization Management
<b>Company size</b>	2-10 employees 16 on LinkedIn ⓘ
<b>Headquarters</b>	Chicago, IL
<b>Type</b>	Nonprofit
<b>Founded</b>	1979
<b>Specialties</b>	Women on Boards, Women in the Forefront Luncheon, and The Chicago Network Census Report

## Instagram Profile Example



The image shows an Instagram profile for 'tcnchicago'. On the left is a circular profile picture with a geometric logo and the text 'THE CHICAGO NETWORK'. To the right, the username 'tcnchicago' is displayed with a 'Following' button and a dropdown menu. Below this, statistics show '284 posts', '462 followers', and '362 following'. The bio reads: 'The Chicago Network (TCN) Be EMPOWERED. Be INSPIRED. Be COURAGEOUS. Join us on our journey as we empower women to lead. #whatittakes linktr.ee/tcnchicago'.

tcnchicago **Following** ▾ ⋮

284 posts   462 followers   362 following

**The Chicago Network (TCN)**  
Be EMPOWERED.  
Be INSPIRED.  
Be COURAGEOUS.  
Join us on our journey as we empower women to lead. #whatittakes  
[linktr.ee/tcnchicago](https://linktr.ee/tcnchicago)

## Twitter Profile Example



The image shows a Twitter profile for 'The Chicago Network'. The header features a large graphic with a geometric pattern and the text 'WE EMPOWER WOMEN TO LEAD' and '#WHATITTAKES'. Below this is a circular profile picture with the same logo and text 'THE CHICAGO NETWORK'. To the right of the profile picture is an 'Edit profile' button. The bio reads: 'Be EMPOWERED. Be INSPIRED. Be COURAGEOUS. Join us on our journey as we empower women to lead. #whatittakes'. Below the bio, location 'Chicago, IL', website 'theChicagoNetwork.org', and 'Joined November 2012' are listed. At the bottom, it shows '881 Following' and '2,002 Followers'.

WE EMPOWER  
WOMEN TO LEAD

#WHATITTAKES

[Edit profile](#)

**The Chicago Network**  
@TCNChicago

Be EMPOWERED. Be INSPIRED. Be COURAGEOUS. Join us on our journey as we empower women to lead. #whatittakes

Chicago, IL [theChicagoNetwork.org](https://theChicagoNetwork.org) Joined November 2012

881 Following   2,002 Followers

# Facebook About Us Example

## GENERAL

Category	Nonprofit Organization	<a href="#">Edit</a>
Name	The Chicago Network	<a href="#">Edit</a>
Username	@TheChicagoNetwork	<a href="#">Edit</a>

## BUSINESS INFO

🚩 **Founded in 1979**

📌 **Edit business types**

📄 **Mission**

The Chicago Network creates unique opportunities for its members to engage with peers in a broad range of professional and social issues and to provide mutual s...  
[See More](#)

## ADDITIONAL CONTACT INFO

✉ [comm@thechicagonetwork.org](mailto:comm@thechicagonetwork.org) 

🌐 <http://thechicagonetwork.org/>

📌 [Edit Other Accounts](#)

## MORE INFO

📌 **About**

The Chicago Network (TCN) empowers women to lead.

📌 **Founded in 1979, TCN creates empowering relationships for women leaders that enable its members to increase their impact on their organizations and the communit...**  
[See More](#)

## STORY



### Our Story

Founded in 1979, TCN creates empowering relationships for women leaders that enable its members to increase their impact on their organizations and the community at large through peer networking, mutual support and issue awareness. Our more than 400 members are the leading women of Chicago's business, professional, cultural, nonprofit and education...

+ [Finish your story to tell people more about your business.](#)

## TEAM MEMBERS

These people manage the The Chicago Network Page and have chosen to have the Page appear on their profile and their name and profile picture shown on the Page.

[Add yourself as a team member](#)

<https://louisem.com/2852/social-media-cheat-sheet-sizes>

# THANK YOU

## NEVER STOP LEARNING!

### Network with Content Professionals

Stay up-to-date with the latest content strategy trends and insights by joining the [Succeed with Content Strategy Cohort](#) private Facebook page.

### Subscribe to the Succeed with Content Strategy Podcasts

[Listen to episodes](#) where I interview a variety of digital professionals who deal with content.

## GET COACHING

For one-on-one or team [coaching sessions](#), please contact me at [rebecca@contentrs.com](mailto:rebecca@contentrs.com).