

Social Media Plan

Build your strategy and make your social networks
more attractive.

HLO



Let's get started

Becoming more visible on social media can be a challenging step. Posting to a channel once in a while will not get you noticed by your fans or your new market. To reach those people and strengthen your brand, creating a social media plan is essential. We are happy to help you on your way with this 9-step plan!



9 steps to a great Social Media Plan



#01

Choose the Right Social Media

Define who your target audience is, then choose the right social media platforms to reach them.

We recommend 2 or 3 strong presences on social networks to quickly reach a critical mass of subscribers without spreading yourself too thin.

Be present!

#02

Quality of your Followers

Focus on the quality of your subscribers, not the quantity. As a company, they may be your future customers.

Make sure to interact with your subscribers! You will need to interest and pamper them in order to keep them loyal.

**Go for quality, not quantity
and never ever buy subscribers!**

#03

Define your Visual Identity

Your social media feed should be homogeneous and visually appealing.

Each of your posts should be identifiable as your own. Use the same illustration styles, filters, colours, fonts, language and tone for your content. Remember to be original and stand out from the crowd on a daily basis.

Design is the ambassador of your brand!

#04

Create Engagement

Social network algorithms favor content that creates a high level of user engagement. By this we mean the actions of liking, commenting or sharing.

Let's discover together in step 5 some tips to create this engagement.

An involved subscriber is a precious subscriber!

#05

Engage your Audience

Create several types of engaging formats: video or photo tutorials, polls, quizzes, contests. It entertains the subscribers, believe us!

Capture their interest with an image or phrase that hooks the reader.

Don't forget the annual events that you can create content around.

Turns your content into gold...

#06

Quality of your Content

Above all, avoid long blocks of text and poor quality photos!

Very important: create diversity among your posts. On instagram for instance, don't forget to post stories and reels alongside your normal posts.

Associate appropriate hashtags with your topic, choosing quality over quantity.

...and go from gold to diamond!



EVERY ENCOUNTER WITH YOUR BRAND CAN LEAD TO
TO A NEW LONG-TERM RELATIONSHIP.

#07

Post Regularly

Set your pace by making sure you have enough material in terms of quantity and quality of information.

Remember that you should not bore your followers while keeping a certain dynamic on your account. This applies to posts as well as for stories and reels.

And remember, a social media strategy is a marathon, not a sprint!

Keep the pace!

#08

Organize your Content

List the main topics you want to cover.
Create sections: our products/services, news, tutorials, tips, about us, customer feedback, ...

Define a publishing schedule: how often?
At what time of the day, week, year?

See slides 9 and 10 for helpful tools!

Plan your success!

#09

Patience is the Key

Getting results obviously takes time.
Adapt your strategy, find the right balance and try new things, it will pay off. Be confident!

Check out the next few slides for different tools that will definitely help you create a solid strategy!

**All things come to those
who know how to act!**

Questions to ask yourself

Answer these open questions to better reflect on your social media strategy.
Use these questions for each social media channel you are active in.

What is my goal in being on social networks? What do I want to achieve?

Your answer:

What kind of content creates engagement? How can I get it?

Your answer:

Who is my main audience on this app? What do they expect from my publications?

Your answer:

How can I improve my posts? How can I stand out?

Your answer:

What type of publication can bring value to my business?

Your answer:

How can I manage my time to be more active and regular on social media?

Your answer:










**“Build it, and they will come”
only works in the movies.
Social Media is a “build it,
nurture it, engage them, and
they may come and stay.”**

– Seth Godin

Apps to enhance your social media content

Below you can find various platforms and apps that will help you create posts, stories or reels. No skills are required, you can also find tutorials online if you need them.

All these platforms offer a **free version**, however with a limited duration or restricted features.






Program	Short description	App	Desktop	Price	Link
	Canva is a simple to use and powerful platform makes it easy to design everything, for everyone. You can even work in collaborative mode.	✓	✓	€ 11.99	https://www.canva.com/en_gb/
	Create animated content for your social networks easily with MOJO!	✓	✗	\$ 9.90	https://www.mojo-app.com/
	Create video content for your social posts, stories or advertisements. Lumen5 is the perfect tool, and even if you don't have any video editing experience!	✗	✓	\$ 15	https://lumen5.com/
	Among more than 3 million copyright-free photos, find the ideal illustration for your content with Unsplash.	✗	✓	-	https://unsplash.com/
	Flaticon gives you access to over 6.9 million vector icons and stickers.	✓	✓	€ 10	https://www.flaticon.com/
	Find the perfect color match with Coolors or get inspired by some existing combinations.	✓	✓	€ 5	https://coolors.co/
	Choose carefully designed free mockup templates and present your creations easily with Dartboard Studio!	✗	✓	\$ 15	https://artboard.studio/

Apps to schedule your content on social media

Here is another list, which will be useful for scheduling and publishing your posts in advance. This is obviously a huge time saver! You also have the possibility to analyze your results or to react with your community.

All these platforms offer a **free version**, however with a limited duration or restricted features.

They are available in desktop version, but also in a smartphone application!



Program	Price	Rating out of 5 (According to G2.com)	Link
 Hootsuite®	€ 39	4.1	https://www.hootsuite.com/
 COOSTO	Get a quote	3	https://www.coosto.com/en
 sproutsocial	\$ 89	4.3	https://sproutsocial.com/
 buffer	\$ 5	4.3	https://buffer.com/
 Later	\$ 15	4.6	https://later.com/

Editorial calendar

Great, you have completed all the steps and set up a superb social media plan. To help you move a step closer, we've created a handy social media plan calendar for you. You can easily download and use it.

Week number: #10

**HERE IS HOW
WE WOULD FILL IT**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning 7:00 - 12:00	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	Work and services: Our packaging design for Premier mussels <div>   </div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>
Afternoon 12:00 - 16:00	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>
Evening 16:00 - 20:00	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>	<i>Description of the publication</i> <div></div>

Don't forget the hashtags on your posts! Type them below to remember and use them each time!

To make you an idea, here are some of our hashtags : #Brandingagency #Brandstrategy #Contentcreators #Brand #Storytelling #Marketing

Download the calendar:

iOS version

Android version

HAVE FUN!



