

Social Media Blueprint

Provided By: Kate LaBrosse Consulting

Brand Mission:

Goal:

Active Social Media Accounts:

- Instagram:
- Facebook:
- LinkedIn:
- Pinterest:
- Twitter:

Overall Tone:

Frequency of Posts (how many posts per day, per week):

- Instagram:
- Facebook:
- LinkedIn:
- Pinterest:
- Twitter:

The most important rule is to stay consistent so there is always something current for followers and potential followers to see. Your frequency should be something you know you can stick to.

Types of Content (examples):

- Social Proof
- Recipes
- Educational
- Inspirational
- Entertaining
- Sales
- Outreach
- Features

Types of Media:

- **IG Stories** - Use IG stories to share more day-to-day content - what are you up to? What are you cooking? How are you spending your day? Tag companies' products and other accounts. People want to connect with you as a person. Create short quizzes that you can share to encourage interaction.
- **IG Lives (could also be Facebook Live)** - Host IG lives where you use your product and other products you love. Teach as you go. Invite someone special to join you on live to engage their following as well.
- **IG Reels** - Have fun, be creative and show your face :).
- **Static Videos** - Post more videos or animated posts that will catch a scroller's attention more than a regular photo. IG and FB.

Content by Day (examples):

Sunday: *Inspirational, Recipe for the week*

Monday: *Educational*

Tuesday: *Entertaining*

Wednesday: *Social Proof*

Thursday: *Outreach, Inspirational*

Friday: *Features / Educational*

Saturday: *Sales, Entertaining*

List of People to Engage with (where to find people):

- Find accounts under targeted hashtags.
- Find new potential customers by engaging with the followers of similar companies.

Accounts to look at:

- List with links to social media pages

Hashtag themes:

- List out your hashtags/ hashtag groups
- #
- #
- #

Branding:

Font:

Colors: