

ValleyGirl.PA

Social Media Planning Guide



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Do you want to plan content
and stay consistent?

Flip through this guide to figure out how
to quickly plan a month's worth of content
in a repeatable way... repetition is the key
to consistency!

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What is Social Media Management?

Have you ever wondered what a Social Media Manager (SMM) actually does?

We take the guesswork out of Social Media. We come up with the ideas, the strategy, and the execution of your social media presence.

What this guide offers you is a DIY alternative. It turns YOU into the SMM you always wanted. And if not... you know where you can find me.

-Delea

Content Pillars

01 EDUCATION

These posts are your chance to become the subject matter expert on your niche. Teach your followers a new skill, show them how you do what you do, or explain more about your process.

02 ENTERTAINMENT

Your chance to SHINE and show your followers exactly who you are! Funny anecdotes about your business, memes that pertain to your niche or work or struggles you face with a funny spin.

03 ENGAGEMENT

Polls, questions, this or that... Come up with a strategy that will allow you to genuinely get to know your audience and followers. The more you know about your audience, the better you can tailor your offers and posts!

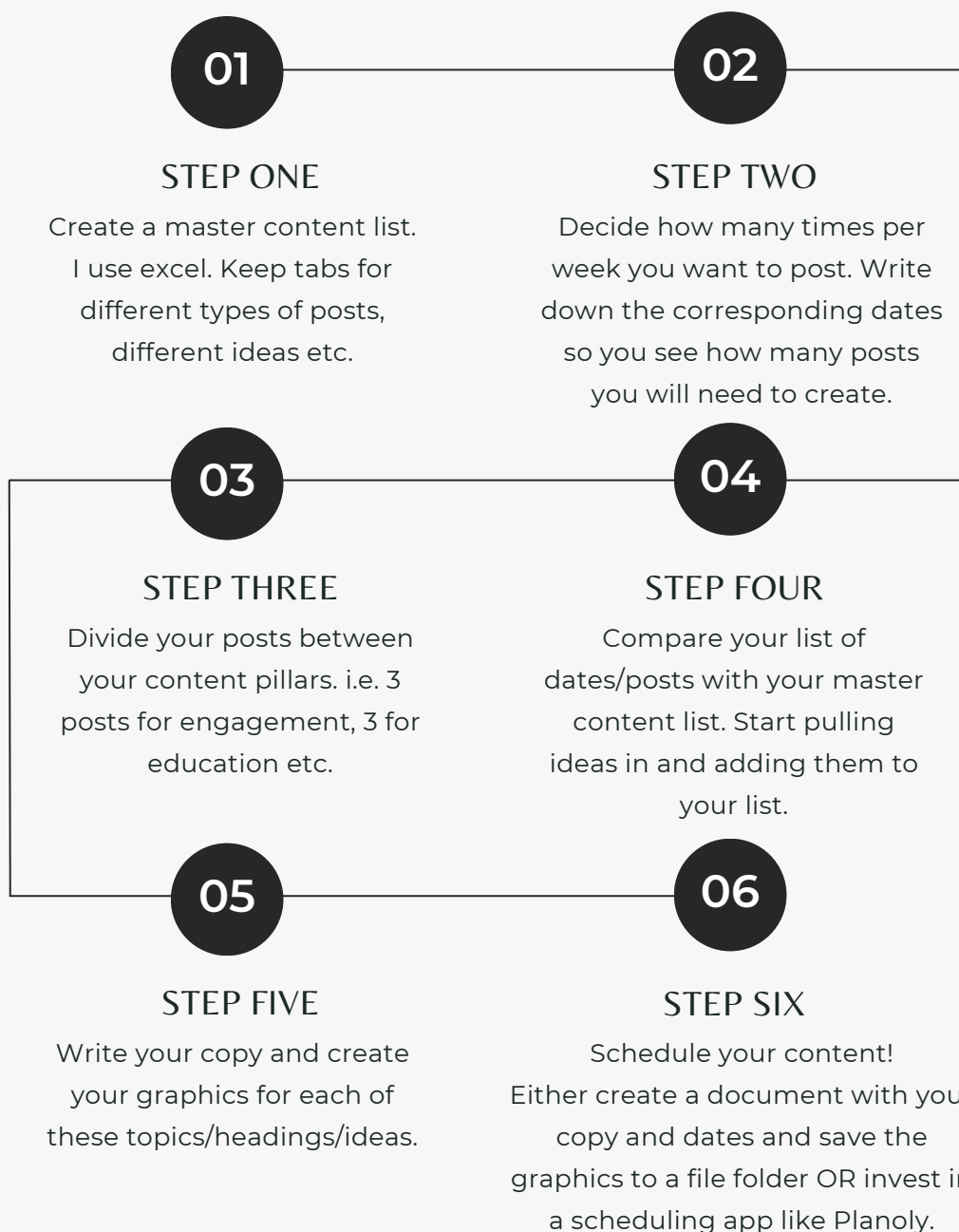
04 PROMOTIONAL

Don't forget the reason you're posting on social media... to drive sales! As much as it may feel 'cringey' or 'salesy', if you don't promote your offers, people won't know what you're offering!



The Planning Process

This feels a bit like sharing a big secret, but here is how I plan content for myself and all of my clients, from start to finish!



Post Prompts

Education

- Create a reel showing your process for creating a product
- Explain your pricing strategy. Provide insight on the cost to YOU vs the cost to the customer
- Tell your origin story... why did you choose this line of work?

Entertainment

- Tell a funny story about a fail you had when you first started your business
- Dancing reels.... enough said
- Put a humorous spin on a common misconception about your business
- Share a meme related to your niche

Engagement

- Relate to your ideal client's pain points and ask them to share their biggest challenge in the comments
- Create a social media scavenger hunt! Leave clues on posts and ask your followers to complete tasks

Promotional

- Share testimonials. When you do this, don't just share the nice words your client gave you, share how YOU solved their problem
- Giveaways and promotions
- Highlight your services or packages

How often should I post?

Decide how often you want to post and be consistent. The number of posts per week is less important than posting consistently!

(I prefer to post 3 times per week.)

Story Prompts

Stories are more informal than posts. Stories often hit multiple content pillars at a time. Aim to post to your story a few times per day, Monday-Friday at the minimum.

Morning Routine

Coffee Order

Making Coffee at Home

Currently Reading

Favourite Restaurant

Out for a Walk

Your Workspace

Before & Afters

This or That Polls

Summer Plans

Ask for Advice or
Recommendations

Daily Affirmations

What you're currently
working on

A non-work project that you
have on the go

A list of your favourite things
(book, movie, snack etc.)

Pet Pics (people love pets)!

Info about an upcoming
promotion

Skincare Routine

Relaxation Faves

Countdown to an Event

Client Thank-Yous

A link to your product
or offer

Sample Worksheet

POSTS PER WEEK: 3 DAYS TO POST: MON/WED/FRI

EDUCATION: How-To Post date:

ENTERTAINMENT: Funny Story from last month date:

ENGAGEMENT: Your next planned/dream vacation and ask followers to share theirs. date:

PROMOTIONAL: Your best-selling service or product. date:

EDUCATION: A secret from your 'process.' date:

ENTERTAINMENT: Favourite meme or quote related to your niche. date:

ENGAGEMENT: The best advice you've received and ask audience to share theirs! date:

PROMOTIONAL: A service/product that deserves more attention. date:

EDUCATION: Your origin story or your WHY for your business. date:

ENTERTAINMENT: An endearing story about a customer or client. date:

ENGAGEMENT: Thank a client/mentor/family member/friend for their support. date:

PROMOTIONAL: Share a riddle. First to solve receives a discount or free coffee! date:

Monthly Content Planning

Printable Worksheet

POSTS PER WEEK: 3

DAYS TO POST: MON/WED/FRI

date:

date:

date:

date:

date:

date:

date:

date:

date:

date:

date:

date:

Testimonial



@beholdeneventdesign

"Hiring Delea to manage our social media was the best decision I could have made! With all the hats I wear as a small business owner, there was never enough time to create and post content. Managing our social media was low on my priority list (if even on the list at all!), even though I know the value of having an online presence. Delea has so many great ideas for content creation, is organized, efficient, and an absolute gem to work with! I completely trust her to execute my social media content and am beyond grateful for her expertise."



Let's Work Together!

If you came away from this guide feeling more overwhelmed rather than less - it may be time to hire a Social Media Manager OR a Virtual Assistant.

ValleyGirl.PA offers a wide variety of services that can help you either a) STOP stressing about social media completely or b) find more time to create your content.

*Love Always,
Delea*



Need extra help?

By downloading this guide, you've unlocked 10% off your first purchase of a Social Media Package or a 10 hour per month VA Package. Just mention the secret word "DONUTS" in our first meeting! If there are donuts involved... there may be a further discount offered!



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