

ARCHIBALD

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Hi, we're so glad you're here! We've spent the past 7 years studying social media and the ever changing algorithms. We get how frustrating the whole thing can be and truly believe this guide can help you as you grow your audience and influence!

To begin we want you to answer some questions that will help you draft 20 new posts for this next month.

What does your organization do? Be as specific as possible.

Now, within this field, what are you an expert in? Remember, your knowledge might seem normal to you but trust us, your followers don't know what you know, you have something to offer them!

Think about some wins for your organization. What are 5 different success stories your organization has experienced?

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Think about a current need, be it a person, something physical, spiritual, financial, anything...

Introduce your team! Share behind the scenes videos and images, take your audience on a journey to a place they wouldn't be able to see if it weren't for the window you have provided for them in your social media! Write down 5 different people or places you can think of like this to share!

Now, on page 4 you'll see a monthly planner. Numbers 1-5 are on specific days, we want you to put in the answers from this questionnaire to match each number. Then find images that match the caption you've written and bam! You've got 20 new social media posts, enough for 1 post for every week day for a month!

If you continue this posting pattern, over time you'll see an increase in your following which should lead to higher trust and more donations!

Happy posting!

Archibald Productions Team

Social Media Tips and Tools!

We are so excited to see you grow your social media presence! Remember, slow and steady wins the race. Don't get overwhelmed if you don't see growth right away. This is an organic way to grow your audience, which takes time. And don't forget, if this becomes too much for you or your team to manage, just remember Archibald Productions is here for you and more than happy to manage your social media for you!

PHOTOS

[Unsplash - Free Photos!](#)

[Social Squares - Stock Photo Membership](#)

POSTING HELP

[Plannoly](#)

[Tailwind](#)

DESIGN

[Canva](#)

[Creative Market](#)



Monthly

INSTAGRAM

PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1	2	3	4	5		
1	2	3	4	5		
1	2	3	4	5		
1	2	3	4	5		

NOTES:
