

# SOCIAL MEDIA

CONTENT CREATION

•

WHITNEY RUNYON

A man and a woman are walking hand-in-hand on a sidewalk in front of a building with large, multi-paned windows. The woman is on the left, wearing a black dress, sunglasses, and carrying a black bag. The man is on the right, wearing a dark suit. The scene is brightly lit, suggesting daytime.

ORGANICALLY GROW YOUR AUDIENCE

75% OF INTERNET USERS USE SOCIAL MEDIA TO RESEARCH BRANDS.

---

Show up. Be consistent. Grow your business.

# WHITNEY RUNYON

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.

1.What does your business do? Be as specific as possible.

---

---

---

2. Now, within your industry, what are you an expert in? Remember, your knowledge might seem normal to you but trust us, your followers dont know what you know, you have something to offer them!

---

---

---

3. Think about some highlights from this past year. What are 5 different success stories your business has experienced?

---

---

---

---

---

---

A hand holds a black smartphone against a solid yellow background. The phone's screen is white and displays a quote in black, all-caps text. Another hand is visible at the bottom, with a finger pointing towards the bottom of the phone.

"71% OF  
CONSUMERS  
WHO HAVE HAD  
A POSITIVE  
EXPERIENCE  
WITH A BRAND  
ON SOCIAL  
MEDIA ARE  
LIKELY TO  
RECOMMEND  
THE BRAND TO  
THEIR FRIENDS  
AND FAMILY"

# WHITNEY RUNYON

4. Think about something unique to your business, be it a person, a product, a sale, office, anything... write down 5 unique things here.

---

---

---

5. 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 5 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 more followers and more purchases!

Happy posting!

*Whitney Runyon*

# 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 I'm 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



# Instagram *Monthly* 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:

---

---

---