

2019 SOCIAL MEDIA CONTENT PLANNING

- SANDRA WILSON



onlineevents
Learning Together Online

Resource Guide



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2019 Social Media Planner

Get Social Media Ready in 2019



Your planner Includes:

- Monthly overviews
- Week to view
- Over 100 Awareness Days for content ideas
- Content Strategy guide
- Profile update checklist
- Weekly engagement checklist
- 30 Photo ideas for social media
- Social Media Content Ideas
- Creating & varying content
- Blog promotion checklist
- Social Media Tools
- Dry wipe board to share a thought for the day

PLUS 2019 Social Media Online Tutorials

[**CLICK HERE FOR MORE DETAILS**](#)

About Sandra Wilson

I am the co-founder of Onlinevents. With years of experience in using social media to promote both Onlinevents and managing accounts for others, I teach and support practitioners as they start and continue their social media journey to promote their practice. I share tools to use and free platforms to create images, videos, etc.



When social media is used as a way to build your presence online, it can be used in conjunction with your website and directories effectively.

I work with practitioners to help get rid of social media overwhelm in our Private Facebook Group and also by with to one online coaching (phone or video chat).

(Scroll down for contact details)

6 Steps To Planning Content for 2019

Firstset aside a couple of hours to plan out 2019 content (this will save a LOT of time during the year) Take yourself to a creative space.

- 1 Make a note of specific dates that will be important to your practice and to your audience through the year. This can be a basis for content.
- 2 Make note of awareness dates that you would like to join in and create content around.
- 3 Plan the kind of content you could create based on the above dates. (Blogs, images, video, etc.)
- 4 Schedule a date in your diary to create content each month
- 5 Add a date in your diary for posting your content.
- 6 Note how you can repurpose content over the month by creating other pieces of content from the one blog, video etc.

TOP TIP: After you have a yearly overview.....work on 3 months at a time as you create your content.

Instagram Hashtag Guide

Instagram is a great way to reach your audience on social media.

Local area Hashtags can be used to reach those who do not follow you but may also be interested in your posts as a valuable resource for them.



If you are using Instagram, you may find it frustrating that your posts don't reach many people. This will no doubt be due to you not adding Hashtags to your posts, as Instagram is built around Hashtags.

If you are feeling the frustration, I invite you to try adding Hashtags to some posts and see if you are seeing a different reach.

TOP 50 HASHTAGS FOR THERAPISTS ON INSTAGRAM

Click the link above for guidance on using Hashtags on Instagram

Need Social Media Support?



Navigating around social media is difficult when we are trying to work it out ourselves.

We would love you to join our Facebook Social Media Support Group where we share ideas, practice posting content and videos

JOIN GET SOCIAL WITH SAZ FACEBOOK GROUP

Contact / Website / Social Media

Click the links below to make contact

Therapist's Social Media Coach

www.getsocialwithsaz.co.uk



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