



Introduction to Social & Online Media

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Friday, May 22, 2020



HS Intro to Social & Online Media

Overall Lesson: **Social Media Posts**

Sub lesson for Friday, May 22: Daily Themed Posts

Objective/Learning Target:

Students will learn how to creating engaging posts and increasing followers by planning their social media posts.

DAILY



THEMED SOCIAL
MEDIA POST

IDEAS



Warm Up/Bellringer

How many days in the last week have you posted on social media? Are you keeping your followers engaged? Are you increasing your followers to your professional social media account?

Yesterday, you learned how to use hashtags in your social media posts. Today, you will learn more ideas for posting on social media every day.



Background Information

One way of managing all that content is to repurpose content across channels. For example, you can take interesting tweets and share those links on your Facebook page, as well, with a slightly different introduction or write-up.

The real challenge lies with the networks that you have to update daily, like Facebook and Twitter. One idea is to create a daily themed sharing schedule.

This doesn't have to be something that you share formally with your fans, but something you use internally to guide your posts, and give you some structure.



Lesson/Activity #1

- Write out a weekly plan for posting to multiple social media accounts. Your plan should include:
 - minimum once daily to Facebook
 - minimum 5 tweets daily to Twitter
 - At least 1 Instagram post each day



Your Daily Themed Social Media Post schedule might look like this:


- **Monday: Motivational Monday** (share a motivational quote) or **Monday Matters** (review what happened over the weekend, or make a post about what happening during the coming week)
- **Tuesday: Tips Tuesday** (share a tip based on your business or area of expertise) or **Tasty Tuesday** (share a recipe)
- **Wednesday: Wellness Wednesday** (share a wellness tip) or **Workout Wednesday** (share a short workout), **Wordless Wednesday** (just a picture: a picture that says a thousand words)
- **Thursday: Throwback Thursday** or **TBT** (share an old photo), or **Three Things Thursday** (three things you have really loved this week)
- **Friday: Facebook Friday** (give your fans the opportunity to share their own Facebook pages on your page), **Flashback Friday** (like TBT), **Fun Friday** (silly meme, jokes, humour), **Family Friday** (meet a member of your “family” or team-do a profile on them), **#FF** or **#FollowFriday** on Twitter
- **Saturday and Sunday:** wrap-up posts from the week or prepping for the week ahead.

Activity #2

Now, take your weekly plan and make a plan for a full month of social media posts. Will you post the same schedule each week or mix it up using two different alternating weekly plans? If you were a social media manager, how could you streamline your work load to “work smarter, not harder”?

Infographic courtesy of GroSocial

Simple Posting Schedule

	Theme	Example
	Big Ideas	Share expert advice or a short quote.
	Humor	Share a comic, humorous image, meme, or phrase.
	Interaction	Ask a question, share a photo contest or quiz, or post a fill-in-the-blank sentence.
	Current News	Share POSITIVE news about your business, your industry, or your community.
	Giving Back	Feature customers, launch/share a giveaway, or make a coupon or discount available.
	Day in the Life	Share candid photos from your business or feature an employee.
	Education	Tell people about your product, what it can do, or teach people how to use it better.



Additional Resources

- Using Buffer to Schedule Your Social Media Posts: [The Complete Guide](#)
- [How to Use Buffer](#) (video)
- [Buffer vs. Hootsuite](#) comparison