

STRUCTURING YOUR CONTENT TO DRIVE ENGAGEMENT

7-Day TEMPLATE

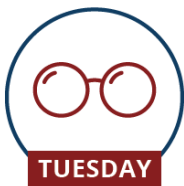
Content is the foundation for growing your following and building your social community. Content should be rooted in education, be interesting and drive engagement. Combining your knowledge with these content structuring guidelines will turn your social connections into conversations.



Help please! Ask a question of your audience. It could be to support a blog post, doing a survey or anything that leverages your community.



It's #Fridayfunday so share something fun. It is ok to be a little light today.



You know your stuff, so share a tip. Demonstrate your expertise.



Ugh, working on the weekend, yes. Today is all about working on the weekend the good or bad or...



Ah Hump Day, it's time to rant. Share something that annoys you or is irritating you. You are certain to get those who agree and those that don't.



Back to the grind. Let's share some tips on prepping for the week ahead.



I love what I do. What is the best part of what you do, your work. What makes everything you do worthwhile?

- Use the 80/20 rule. 80% of your content should be personal/from your personal perspective and experience and 20% can focus on business salesy messaging.
- Be sure to use platform relevant #Hashtag. (Facebook 3, Instagram 12 – 28, LinkedIn 3- 5)
- Consider tagging connections to call attention to the content and increase engagement opportunity.