

THE 10-MINUTE-A-DAY SOCIAL MEDIA PLAN

A successful social media presence takes time to build, and results may not come overnight. By aligning your objectives with strategic tactics and focusing your efforts, you can grow an active and loyal local following that can lead to new and continued revenue for your business. To make managing your social media presence a part of your weekly routine, we recommend scheduling your efforts daily.

MONDAY

MONITOR AND RESPOND TO CLIENT COMMENTS, REVIEWS AND RATINGS

While it's good practice to do this every day, Monday is a great time to catch up on Facebook, Google and Yelp comments, reviews and ratings that may have come in over the weekend. Take time to craft meaningful responses that build positive rapport with your clients.

TUESDAY

CREATE CONTENT AND SCHEDULE POSTS

With the rest of the week ahead, review your inspections, installations and local community calendars to help fill gaps in your social content later in the week or early the following week. Plan to post at least one to two times per week to keep your fans/followers engaged and in the know.

WEDNESDAY

CREATE CONTENT AND SCHEDULE POSTS

Learning the intricacies of social media advertising takes time, but it's worth the effort. Choose advertising units that match your social media objectives in awareness, client acquisition and client engagement. You can do this by putting a small advertising spend behind your most popular posts — targeting the ads/promoted posts to local consumers in your area.

THURSDAY

POST/SHARE LOCAL OR INDUSTRY-RELATED CONTENT FROM OTHER SOURCES

What's happening in your community, city or even the industry? Every post you share should not be just about you. What credible articles, news, tips or videos have you come across that are locally relevant to your clients? Share one or two of these per week to help fill gaps in your post schedule.

FRIDAY

VIEW YOUR INSIGHTS AND/OR ANALYTICS

The best way to identify what's working for your clinic is to review your results on a weekly basis. Using each social channel's free analytics/insights solutions, measure what matters to you — new fans/followers, comments, shares, check-ins, reviews, ratings, etc. Analyze your posts and ads to see which drive the most action. This will help you improve your social media marketing over time.

