

# 2024

## SOCIAL MEDIA PLANNER



# CONTENTS

## ONE

Introduction

## TWO

Planning

## THREE

Ideal Clients

## FOUR

Content

## FIVE

Insights

## SIX

Time to get  
started



@socifriends

support@socialfriends.net.au



# Introduction

Social media has completely changed the game when it comes to marketing your business.

If your business isn't on social media, you're missing out on some huge opportunities for lead generation, growing your online community, increasing sales & nurturing your clients.

We know it can be overwhelming and a little intimidating. The platforms are always changing. It seems like there is a new trend, feature or algorithm update every week!

But when you are strategic with your marketing and plan and implement in advance, you can serve your clients better and grow your business, without feeling completely overwhelmed.

We're here to help you do exactly that. We want to see you succeed and social media is one of the quickest and most accessible ways to do that.

In this planner, we'll run you through how to plan strategically to make sure you're reaching your business goals.

Trying to build a brand on social media without a defined strategy will waste time and money.

You'll find yourself just posting for the sake of it and as a result, seeing little return for your efforts.

We'll show you how to build a strong organic presence, save time, use social media to reach your goals, target the right audience, be more creative and position you as the expert in your field.

We couldn't have made it simpler, so let's get started

*Amber Allen*



@socifriends

support@socialfriends.net.au

**A goal without a **plan**  
is just a wish...**



# Planning

When planning we like to start with the end in mind.  
What's the objective?

What is it you're trying to achieve.

Marketing isn't always about getting leads and making sales - though these can be important objectives - you can include goals that relate to recruitment, brand awareness and nurturing your existing clients as well.

Review your business goals and then consider how the following objectives might support the outcome.

- Traffic to website
- Leads and sales
- Brand awareness and positioning
- Recruitment
- Growing email database
- Building an online community

Next work out, how you're going to do this. For example:

- Drive traffic to your website or a landing page
- Ask people to join your Facebook group
- Create a post people can engage with, save or share



@socifriends

support@socialfriends.net.au



## 'Social' Media

Be real and authentic. The real results  
come when you've  
**built a relationship** with your online  
community

*~ Amber Allen*



# Ideal Clients

Who are your ideal clients?

If your answer is 'Everyone!' chances are you're wasting your time and money and your content and targeting will be off the mark.

Not defining WHO you serve is a common and costly mistake made by many business owners, so don't feel that you are alone on this.

While it's easy to think that everyone needs your product or service, in reality that's not really true.

By trying to serve everyone, you end up doing a disservice to the people that need you most.

The products, services and content you create won't resonate with your audience, and you'll continually find you're attracting the wrong audience & clients.

You must develop a clear picture of who your customers/ideal clients are, the more detailed the better. Truly understand who they are and what beliefs, values, ideas and issues matter to them and be able to solve their needs/problems.

Need help?

Download "*Who is your Ideal Client*" [here](#).



@socifriends

support@socialfriends.net.au

Practice what  
you post  
*~ Bossbabes*





# Content

Once you know who your Ideal Clients are and what they need to know from you to make a purchasing decision, you can start creating content that they are most interested in that provides them with:

Solutions to their problems

Insights

Sneak peeks

Support

Something entertaining d laugh, etc.

There are 5 key types of content that you need to be sharing:

1. Your Story
2. Expert Advice
3. Your Values
4. Info about Products and/or Services (Promo)
5. Your Personality

Sharing these 5 types of content will ensure you are consistently:

- Attracting customers
- Increasing conversions
- Promoting without selling
- Earning brand loyalty
- Growing your influence

Our Social Media Planner includes suggestions of the content these types.



@socifriends

support@socialfriends.net.au

"You can't **manage** what you  
don't **measure**"

*~ Peter Drucker*



@socifriends

[support@socialfriends.net.au](mailto:support@socialfriends.net.au)



# Insights

Social media insights are information about your audience from your social media channels - Facebook, Instagram and LinkedIn for example.

This information helps business owners develop a deeper understanding of their audience.

Tracking and reviewing your social interactions online allows you to:

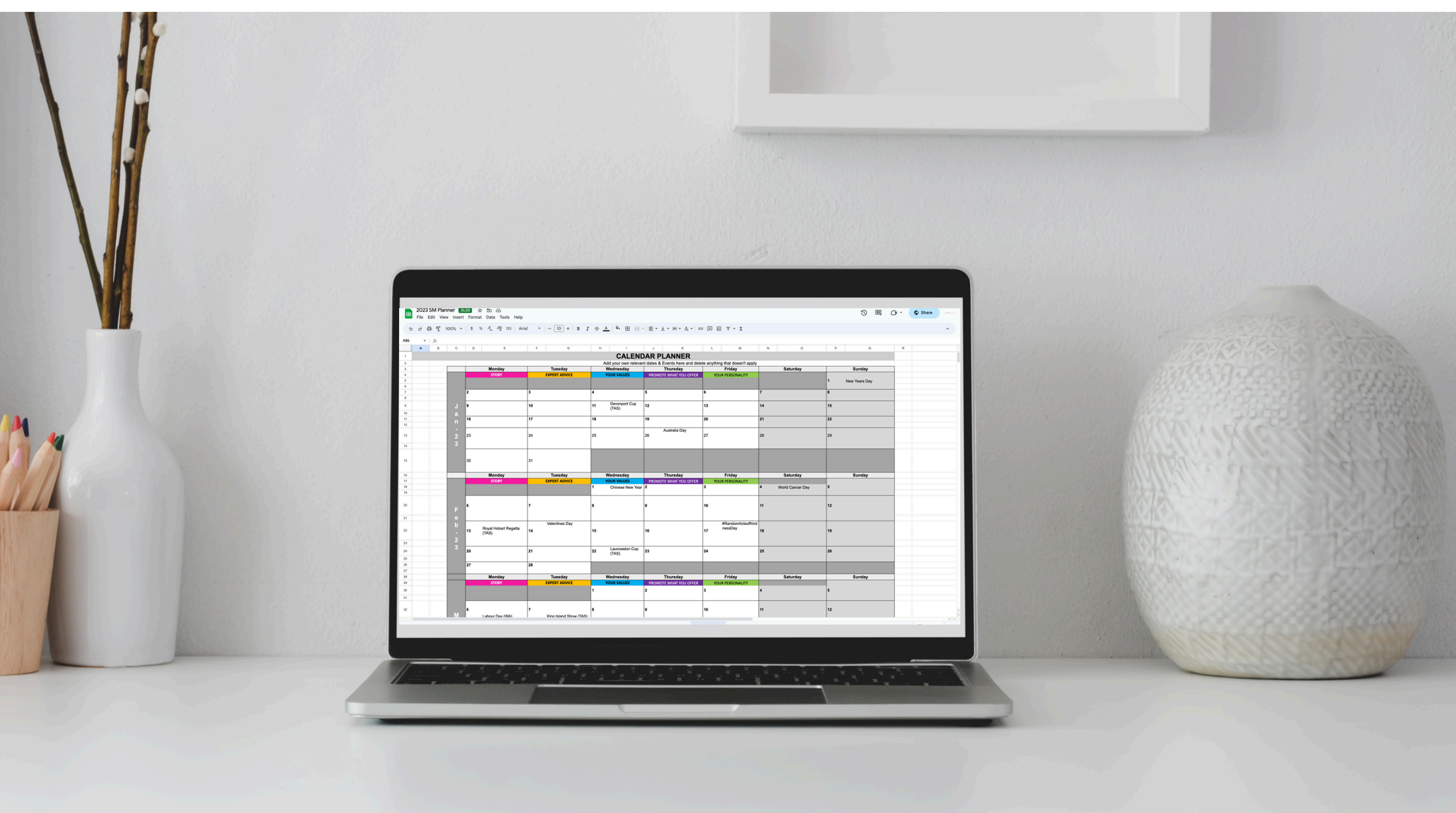
- Analyse your audience behaviours
- Understand consumer habits & interests
- And helps you to create effective marketing campaigns

Insights can include key audience demographics, like gender, age, and location. Moreover, they can be more complex KPIs that show how your followers feel or interact with your social media content.

All social media platforms will provide you with insights, as will any third party tools you use - like Linktree for example. We recommend you review these every month at a minimum.

The right insights will give you a roadmap that directs you to improve your social media marketing efforts for impactful results.

Our Social Media Planner has a section for recording and tracking insights that are essential to your business growth.



@socifriends

support@socialfriends.net.au

# TIME TO GET STARTED

## Social Media Planner

We have created a Google Sheets Template so you can create a strategic marketing plan!

Simply click the link below, go to Files & Download a copy.  
You can customise to make it your own.

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
CALENDAR PLANNER																	
Add your own relevant dates & Events here and delete anything that doesn't apply																	
J a n - 2 4	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday										
	STORY	EXPERT ADVICE	YOUR VALUES	PROMOTE WHAT YOU OFFER	YOUR PERSONALITY												
	1 New Years Day	2	3	4	5	6	7										
	8	9	10 Devonport Cup (TAS)	11	12	13	14										
	15	16	17	18	19	20	21										
	22	23	24	25	26 Australia Day	27	28										
	29	30	31														
F e b - 2 4	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday										
	STORY	EXPERT ADVICE	YOUR VALUES	PROMOTE WHAT YOU OFFER	YOUR PERSONALITY												
				1	2	3	4 World Cancer Day										
	5	6	7	8	9	10 Chinese New Year	11										
	12 Royal Hobart Regatta (TAS)	13	14 Valentines Day	15	16	17 #RandomActsofKindnessDay	18										
	19	20	21 Launceston Cup (TAS)	22	23	24	25										
	26	27	28	29													
M a	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday										
	STORY	EXPERT ADVICE	YOUR VALUES	PROMOTE WHAT YOU OFFER	YOUR PERSONALITY												
					1	2	3										
	4 Labour Day (WA)	5	6	7	8	9	10										

[CLICK HERE FOR FREE ACCESS](#)

*Instructions for completing the planner are in each tab.  
And you can watch the tutorial in the Introduction Tab for extra support.*



@socifriends

support@socialfriends.net.au



**Copyright © 2024 Social Friends**

All rights reserved. No part of this workbook may be reproduced in any form or by any means, electronic or mechanical, including photocopying, recording, or by any informations or retrieval, without prior permission in writing from the publisher. Under the Australian Copyright Act 1968 (the Act), a maximum of 10 per cent of the number of pages of the resource or chapter, whichever is the greater, may be photocopied by any educational institution for its educational purposes provided that the educational institution (or the body that administers it) has given a remuneration notice to Copyright Agency Limited (CAL) under the Act.

**Social Friends**

2024 Social Media Planner Version 4  
First published & distributed November 2020 by Social Friends  
This is proudly a Social Friends Resource

**Disclaimer**

The content of this workbook is to serve as a general overview of matters of interest and is not intended to be comprehensive, nor does it constitute financial (or other) advice in any way. This workbook is a compilation of one person's ideas, concepts, ideologies, philosophies and opinions. You should carry out your own research and/or seek your own professional advice before acting or relying on any of the information displayed in the resource. The author, and its related entities will not be liable for any loss or damage (financial or otherwise) that may arise out of your improper use, or reliance on, the content in the resource. You accept sole responsibility for the outcomes if you choose to adopt and/or use the ideas, concepts, ideologies, philosophies and opinions within the content of the workbook.

