



Social + Digital Media Strategy Framework

a workbook to help you focus your online strategies

@passionsquared

Your **Content Is Your Marketing**

Before you dive into creating a social + digital strategy, you need to be clear on your brand purpose, promise, people, vision, values, voice, and brand identity. Without that, you cannot create content that solves the problems of your people, and you will struggle to meet your objectives and outcomes.

A School Workshops

Brand Storytelling: Your Content Is Your Marketing

Brand Storytelling

Brand Identity 101

Brand Identity + Graphic Design Using Canva

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01

**What outcome are
you seeking?**



My Desired Outcomes



Think about your vision, business goals, and desired results for engaging on social + digital platforms

02

**What are your
platform objectives?**



Facebook



Age Demographic

Skews Older but Don't Count Out The Millennials

Behavior and Content

Image posts

Asking Questions/Conversational

Native video (direct upload vs. sharing from another platform)

Facebook LIVE's

Link Posts (use with intention)

Reels and Stories

Optimized bio

Groups

Post Frequency

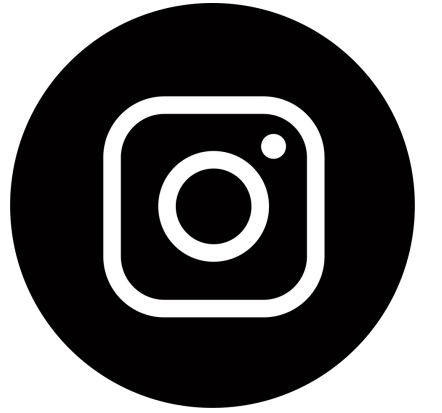
Around 5 posts per week

Facebook Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

Instagram



Age Demographic

Skews younger than Facebook, however, Gen Z is spending more time on TikTok, Snapchat YouTube

Behavior and Content

Reels

Reels

Reels with Trending Songs

Stories using tools like Questions, Polls, Etc.

Video which is now Reels

Optimized bio

Post Frequency

Daily (as of this moment)

Instagram Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

TikTok



Age Demographic

Skews younger, 10+, Gen Z, and Millennial heavy, however, the platform is aging up fast

Behavior and Content

Niche/Trend Content

Trending Music

Authenticity and Community driven

Hashtags (niche and trending)

Location Tags

Driven by For You Page meaning discoverability is unlike other platforms

Stories for deeper engagement with actual followers

Gen Z is using TikTok for Search more than ever

Optimized bio

Post Frequency

1-3 times per day

TikTok Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

Pinterest



Age Demographic

85% of Pinterest users identify as female, while the age range is close to being equally spread out

Behavior and Content

Images

Videos

Links to Sources such as Websites and Social Platforms

Beauty and Bridal are BIG

Pinning from Other Pages (curating Pins)

How To's

Post Frequency

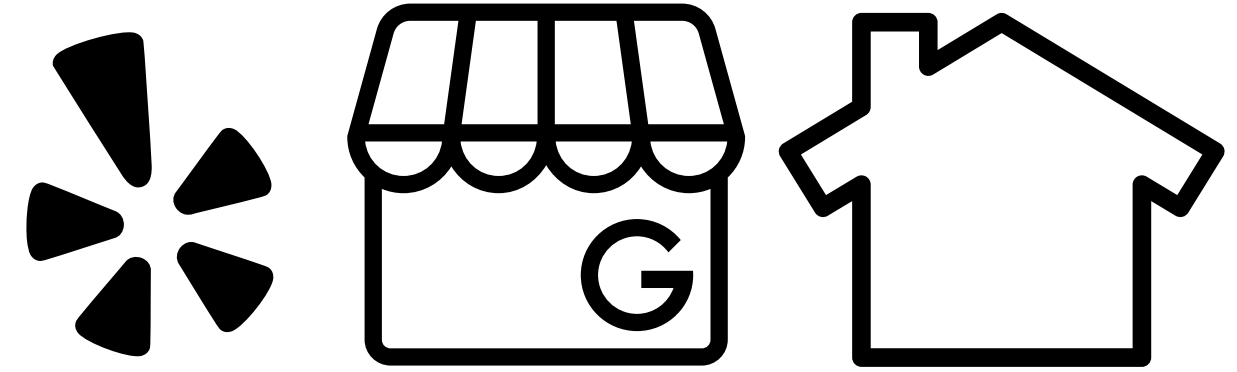
No more than 15 Pins per day

Pinterest Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

Yelp + Google Business



Age Demographic

Skews younger, however, it is aging up and finding more middle-aged audiences. It is becoming the preferred search engine for folks over Google and YouTube

Behavior and Content

Optimized Page

Titled Images and Descriptions

Reviews, Reviews, Reviews

Responses To Reviews

Check-In Frequency

Weekly is recommended

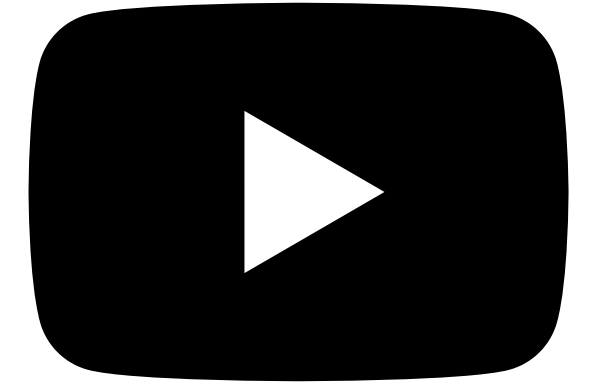
If you use Nextdoor, all the same applies

Yelp + Google Business Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

YouTube



Age Demographic

The #1 choice for Gen Z, however, Millennials and Gen X are heavy into YouTube too

Behavior and Content

Channel Niche/Theme

Videos both short and long-form

Optimized page, video titles, descriptions, keywords

High-quality content and editing, remaining authentic, however, think TV quality

Cross marketing with other platforms

If comments are on, engage in the comments

Post Frequency

3 times per week or weekly for the best engagement

YouTube



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

Podcast



Age Demographic

The most popular age group is currently 30-54, however, however, younger folks are listening to podcasts too

Behavior and Content

Topic/Niche driven

Authenticity and quality both matter

Optimized pages

Repurpose for both social and digital platforms

Post Frequency

Weekly episodes are recommended for the most engagement

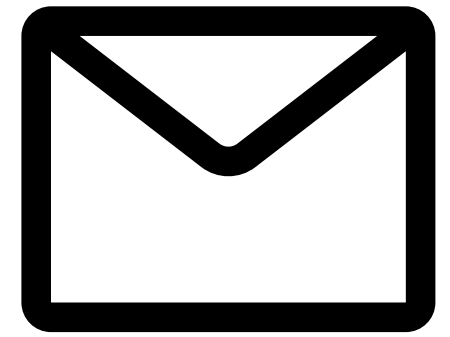
Consistency is key

Podcast Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

Email



Age Demographic

Ages 35-54 tend to use email the most, while younger millennials and Gen Z prefer text

Behavior and Content

Value and information for existing clients, customers, consumers

Appointment confirmations

Appointment availability

Special promotions

Order shipping notices

Event confirmations

Zoom reminders

Send Frequency

Generally, if you do a newsletter, 1 x per month is recommended

Email Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

Text



Age Demographic

Skews younger, however, more folks are moving towards preferring text communications

Behavior and Content

Appointment Confirmations

Appointment Reminders

Appointment Availability

Event Reminders

Special Promotions

Send Frequency

Depends on the use, however, be mindful of "spamming"

Text Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

Website



Age Demographic

This is a bit complex as Gen Z sees everything as a website however they use Apps from brands more than they engage in a traditional website. This being said, to understand your website demographics, look at your Google Analytics or ask your web person for a report.

Behavior and Content

Keep the important info "above the fold"

Keep it simple, clean and clear

Optimize pages with keyword, page titles and page descriptions

Update Frequency

As it's relevant to your business and brand

Website Objective



Think about why you are on the platform, whom you are serving, and the outcome you are seeking.

03

**Which social media platforms
do your current clients, team,
tenants use most?**



My Current Clients Are On



Think about where your current clients spend most of their time

My Current Team Is On



Think about where your current team spends most of their time

My Current Tenants Are On



Think about where your current tenants spend most of their time

04

**Which social media platforms
do your future clients, teams,
tenants use most?**

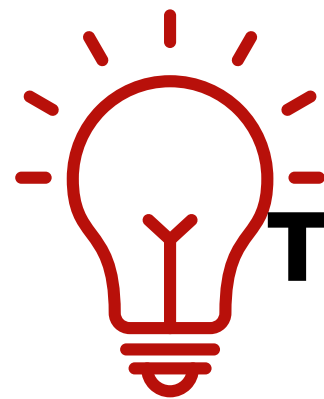


My Future Clients Are On



Think about where your future clients spend most of their time

My Future Team Memebhrs Are On



Think about where your future team members spend most of their time

My Future Tenants Are On



Think about where your future tenants spend most of their time

05

**How much time can you
dedicate to social + digital
media marketing?**



My Time



Think about the time you can dedicate to content planning, creation, curation, and engaging on the platforms

06

What systems do you have in place to create and share content?



My Systems



Think about your system and process for creating, curating, writing stories (captions), and engaging on the platforms (where applicable)

07

Strategy by Platform



Facebook



Audience

Content

Frequency

Measurement

Instagram



Audience

Content/Music

Location Tags/Hashtags

Frequency

Measurement

TikTok



Audience

Content/Music

Location Tags/Hashtags

Frequency

Measurement

Pinterest



Audience

Content

Keywords

Frequency

Measurement

Yelp + Google Business



Audience

Page Updates/Keywords

Picture Uploads and Descriptions

System for Getting & Responding To Reviews

Measurement

YouTube



Audience

Content

Titles, Descriptions, Keywords

Cross Platform Marketing

Measurement

Podcast



Audience

Content

Frequency

Marketing

Measurement

Email



Audience

Content

Frequency

Email Collection System

Measurement

Text



Audience Content

Frequency

Phone # Collection System

Measurement

Website



Audience

Content

Frequency of Updates

Measurement

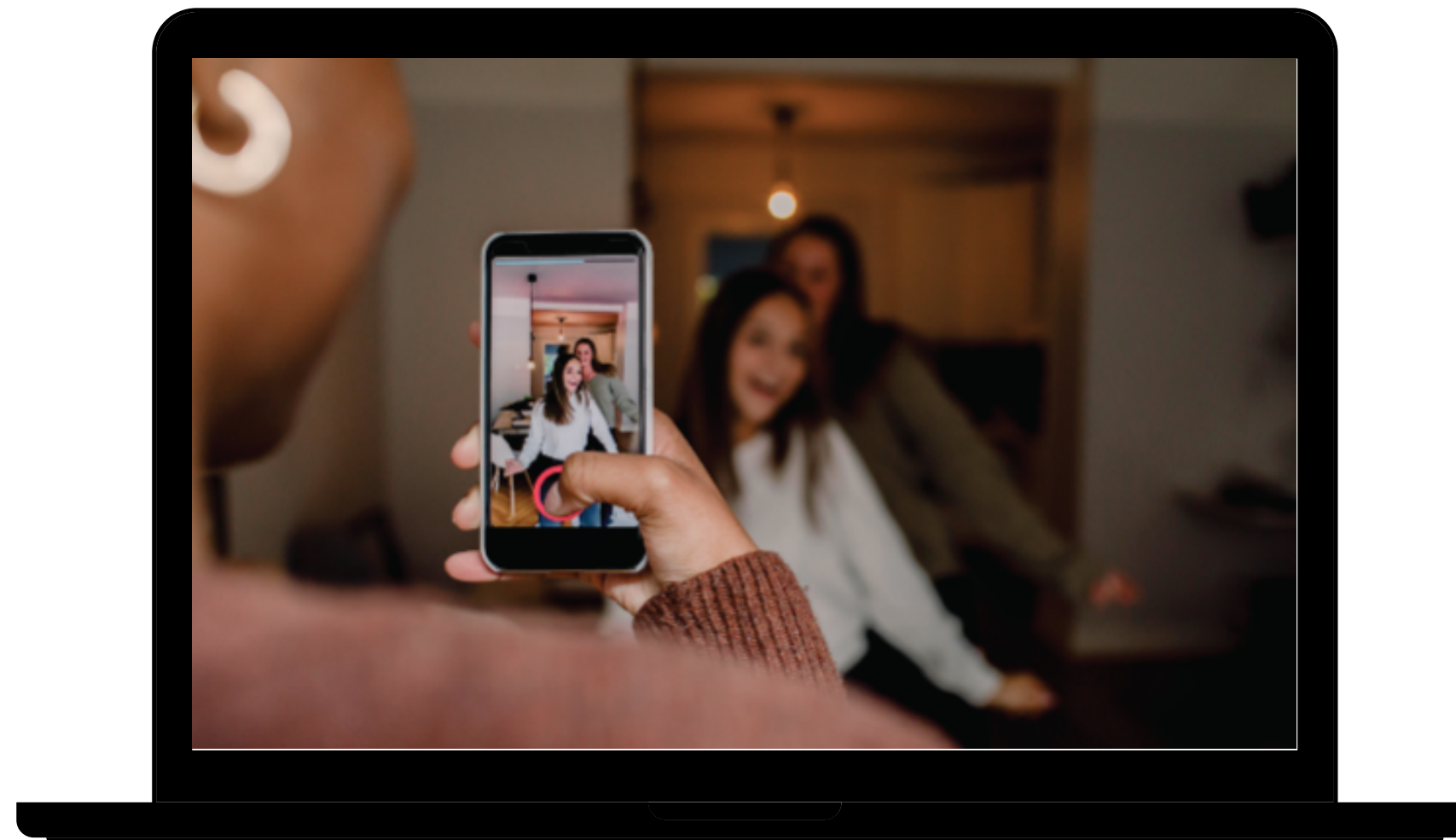
08

Platform Resources



Pew Research 2022 Study

Teens, Social Media and Technology



Important **Context for This Section**

The resources, tutorials, and recommended accounts to follow in this section are based on:

- The reputation, quality, and longevity of the expert/s. In no way is this all that's available in the form of how-tos or education. However, there is quite a bit of incorrect information which can really waste your time and money.**
- The different approaches to different types of content. It is so easy to get locked into what's happening inside your own industry, and that is where comparison and sameness seep in.**
- Do your best to step outside of what is familiar, so you can see both your brand and content strategy with a beginner's mind and a fresh perspective.**

Facebook



Mari Smith is the leading expert on Facebook Marketing if you want to follow her marismith.com

Facebook Small Business Hub facebook.com/business/small-business

**Accounts To Follow
Mari Smith**

Starbucks

Instagram



Reels Course is what I recommend for learning Reels and also to follow for trending songs and videos taylorloren.co/courses/instagram-reels-course

**Instagram Business Hub
business.instagram.com**

Accounts To Follow

Reels Tips

Starbucks

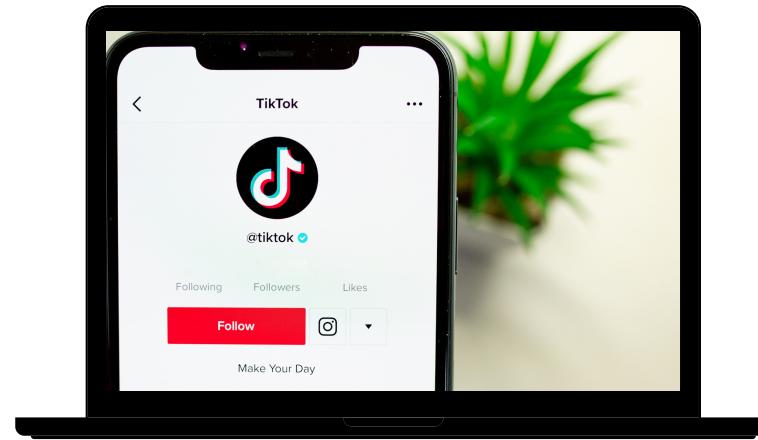
Justin Augustin

Emmanuel Duverneau

Mane Addicts

TikTok

TikTok



Later TikTok for Business Playlist On YouTube
youtube.com/playlist?list=PLn9flmJ2l48g-g8ahUn7VSJMGocfruYr

Videos from TikTok for Business
ads.tiktok.com/business/learn/course/6925699932783378433

Accounts To Follow

Just Bobbie Brown

Janelle Bentley

Jenna Bikes

Drink Spindrift

Pinterest



Katie Grazer, Pinterest Marketing Teacher, on YouTube
youtube.com/watch?v=71f9-UMop5g

Pinterest for Business
business.pinterest.com/en-us/how-pinterest-works

Accounts To Follow

[Oh Joy](#)

[Mane Addicts](#)

[Tenille Murphy](#)

Podcast



Libsyn- our podcast hosting platform
libsyn.com/how-to-start-a-podcast/

Buzzsprout How To Start A Podcast
buzzsprout.com/blog/how-to-start-a-podcast

Yelp + Google Business



A School Workshops
Referral Platforms

Yelp 2018

Digital Media Marketing

YouTube



Later YouTube Education

later.com/blog/youtube-tips/

later.com/blog/create-a-youtube-channel/

later.com/blog/youtube-creator-tools/

Pages To Follow

[Veggiekins](#)

[Later](#)

[Jonathan Van Ness](#)

Email



Your current email platform resources

A School Workshops
Digital Media Marketing

Text



Your current text messaging platform resources

A School Workshop
Digital Media Marketing

Website



A School Workshops
Creating Awesome Experiences on Digital Platforms

Digital Marketing

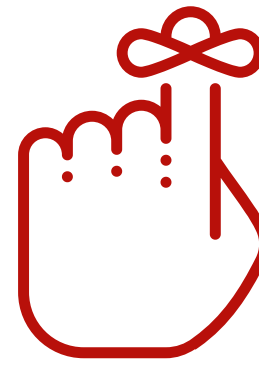
Digital Media Marketing

09

Important Insights, Tips + Considerations

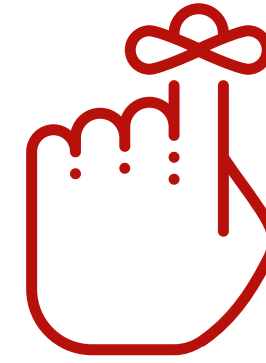


Always remember



- **Consistency is key across all social + digital platforms**
- **Stay focused on the problems you are solving and the value you are creating for YOUR audience**
- **Every social platform and most digital platforms are search engines**
- **Using words (keywords) that are relevant to your business and brand can help significantly**
- **Quality matters, however, quality doesn't mean inauthentic**

Always remember



You do not have to be everywhere, focus on where your current and future clients, team members, and tenants are

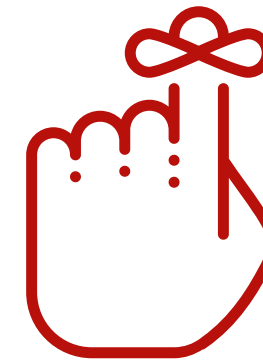
Be mindful of your awesome client journey

A School Workshops

Digital Media Marketing

Awesome Client Journey Online and Off

Always remember



Plan your social + digital marketing actions around your larger business and marketing plan

A School Workshop **Creating and Executing A Marketing Plan**

Creating Awesome Business Playbook + Planner

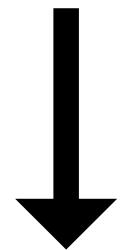
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Always Remember

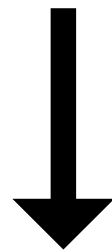


Repurposing Content Is An Awesome Way To Engage All of Your Audience
Stay mindful that the context changes by platform, but not the content

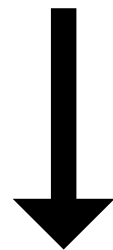
Video



Reel



Stories



TikTok



Newsletter



Highlight



Facebook group

Always Remember



Repurposing Content Is An Awesome Way To Engage All of Your Audience
Stay mindful that the context changes by platform, but not the content

Podcast Episode

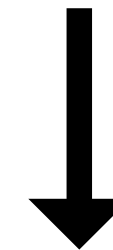
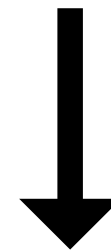
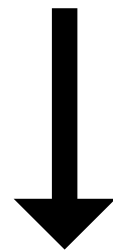


Image IG/FB

Reel

Stories

TikTok (if video)

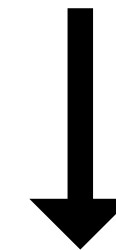
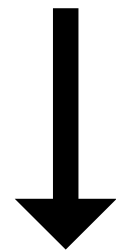
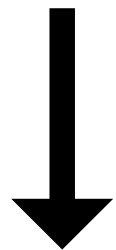
Newsletter

Always Remember



Repurposing Content Is An Awesome Way To Engage All of Your Audience
Stay mindful that the context changes by platform, but not the content

Image



Image/Carousel

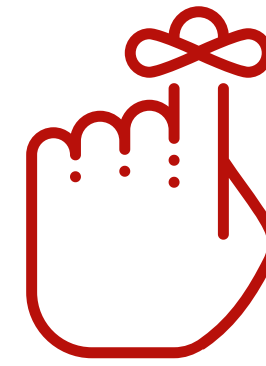
Stories

Newsletter

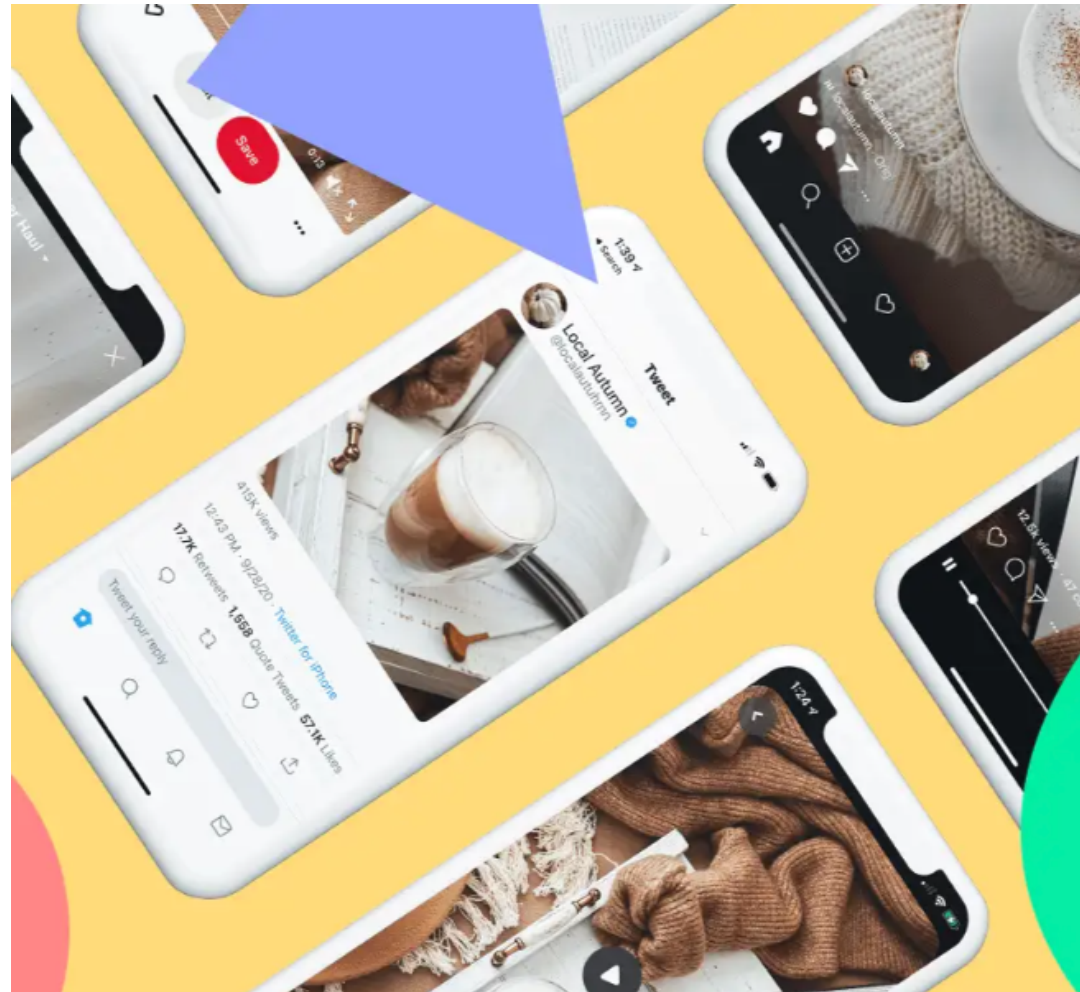
Yelp/Google

Website

Always Remember



Repurposing Content



SOCIAL MEDIA DESIGN TIPS & BLOGS

How to Easily Repurpose Video Content Across Social Media Channels (YouTube, TikTok, Instagram, Pinterest & More)

By Benjamin Chacon • Updated on September 29, 2020 • 9 minute read

Did you know you can repurpose video content for other social channels like Facebook and Pinterest? Find out how in this blog post!

Published September 29, 2020

Always Remember



Batching Content May Be Helpful for Planning

Stay mindful of getting too ahead of yourself with Reels + TikTok with Music

- 1. Create a plan for what types of content you want to create**
- 2. Set a date and gather all the resources you'll need**
- 3. Shoot or Fine Repurposed Content**
- 4. Edit videos/images**
- 5. Write captions (stories)**
- 6. Plan and Post**

Always Remember



Schedulers and Planners

Stay mindful that social platforms are meant to be social, so set it and forget it does not work

In Platform Scheduling

Facebook

Instagram (in testing)

Pinterest (Business Accounts)

Email

Text

Scheduling Platforms

We recommend Later.com

Thank you for being an awesome client of Passion Squared. We're so grateful for you.

If you have questions, comments, or want to dive deeper into any of these topics or platforms, please ask questions in our Facebook group, Instagram page, or email us at awesome@passionsquared.net





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a workbook to help you focus your online strategies