



## **BUILDING YOUR CONTENT CALENDAR**

### **1. CHOOSE YOUR PALETTE (SOCIAL MEDIA CHANNELS)**

Before you jump on the next shiny thing, take a minute to understand it.

Who are its founders?

What is their WHY?

If the founders are not people like you and like the people you're looking to attract to your business, chances are it's gonna do you no good. Don't spread your valuable **time** thin.

Don't like Snapchat? Don't use it. Never warmed up to FB? Keep away.

The idea is to use your time wisely, in a way where you will reach the people you want to reach using the platform(s) you authentically use in the initial stages of your business.

Our palette, the platforms of choice at WpG are:

1. Instagram, where our friends share compelling and visually appealing content
2. LinkedIn, where we follow content producers and hashtags to find out how we can make our content more valuable and consequently irresistible
3. Twitter, to follow writers and publishers on topics like minimalism, essentialism, time management, constructing beautiful and honestly told stories
4. FB, because it's so darn popular and every once in a while Seth Godin makes a live appearance
5. YouTube to share new resources (like perfecting your elevator pitch, LinkedIn networking, setting up your five-page website and building your social media content) in a video format for those who don't like to read



Here's the key to conserving your valuable time to make remarkable products and experiences others will cherish.

Don't waste your time on social media.

Three-hours per week is perfect, don't go over that threshold to protect your Queen Bee Role as the creator of your business.

For example, I check my social media twice daily at 7am and at 2pm and not to exceed 10, maximum 15 minutes.

## **2. YOUR MESSAGING (REFLECTING YOUR CORE VALUES)**

Engaging with other people's posts is a part of your messaging. If you don't like what someone's saying, unfollow them. Don't engage with the person or the post in any way because the algorithm will just bring you more of that type of post.

Here at WpG, our core values are:

1. Self-Actualisation
2. Community
3. Creativity

All of the quotes we share are around making the most of our time to achieve self-actualisation, getting news out about relevant community events and how creativity can serve the business and how to nurture it so that one is creating better and better stuff.

All of the visuals we share have our colours (green and purple) in them. Green is the colour of life, vibrancy, nature and purple is for creativity and being in touch with one's intuition.

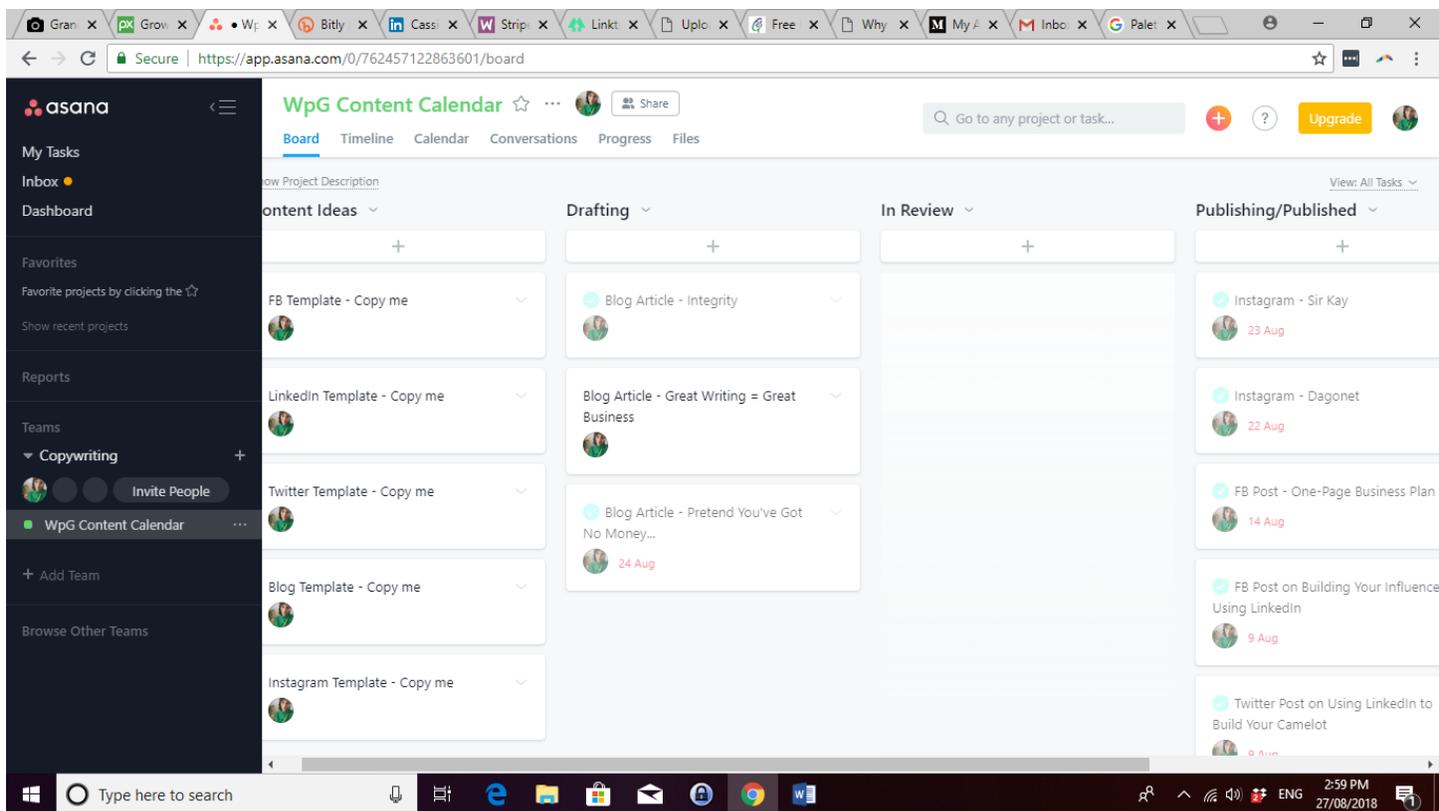
We choose to spend time blogging about business issues from our unique lens, sharing insights to help founders self-actualise, create community and thrive on their own creativity. We then use social media channels to promote this blog content and add video as needed to get viewers to engage with the written stories.



### 3. USING ASANA TO BUILD YOUR CONTENT CALENDAR

We encourage the use of a visual project management tool such as Asana to help with planning, drafting and copying/pasting your social media content onto the right platforms.

As can be seen below, you can have columns to show the status of the content you're producing. You should also set up templates for each social media platform as some channels like hashtags and different formats and allow for different length copy.



For more details on how to use a social media calendar to get your thoughts out and build engaging communities around your products and services, book a free 15-minute consultation by using the link below:

<https://calendly.com/writepublishgrow>