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| Social Media Marketing Schedule | |
| Time: | Task: |
| 8:00am-8:30am | Find out the company happening/schedule for that day to plan posts accordingly. |
| 8:30 am-10:00am | Twitter   1. Check for interactions, (comments, direct messages, and favorites). Strategically choose which ones to respond toward. 2. Check Twitter analytics either through Hootsuite or Twitter analytics. 3. Research articles both on Twitter and other sources to choose articles in which post or comment. 4. Research and develop posts to be input into Hootsuite. 5. Posts should primarily consist of either articles, updates, photographs, video links, or questions.   -One article post a day, one visual (either quote, graphic, or otherwise) and one text post   1. Posts should occur 1-3 times a day through the work week and more posts should be posted on the weekend and Wednesday. 2. Posts should be posted between 7-9am, 12-1pm, and/or 5-6pm. 3. Interact with other users. answer questions they may have. Like or retweet their statuses. Give mentions to them in a status. 4. Research users, find out their interests, when they are active, how to appeal to them, what engages them most, track hashtags, and track competitors. |
| 10:00am-11:30am | Google+   1. Check for interactions (comments, messages, likes). Most likely, there will not be any. Choose important posts to respond toward. 2. Check Google+ analytics and also Hootsuite to verify the strategy plan is correct and working effectively. 3. Research articles through Google+, comment on some, and choose articles to potentially post to other social outlets. 4. Research and develop posts to be input into Hootsuite. 5. Posts should primarily either consist of relevant articles or company updates. 6. Posts should be once a week on Wednesday. 7. Posts should be posted between 9-11am. 8. Research users, find out their interests, when they are active, how to appeal to them, what engages them most, track hashtags, and track competitors. |
| 11:30am-1:00pm | LinkedIn   1. Check for interactions (comments, messages, likes). Strategically choose interactions to respond toward. 2. Check LinkedIn analytics through Hootsuite to verify the strategy plan is correct and working effectively. 3. Research articles through LinkedIn, like or comment on them. 4. Research and develop posts to be input into Hootsuite to be posted at either 7:30-830am or 5-6pm. 5. One post shall be done every on Tuesday, Wednesday, Thursday, and Saturday. 6. Posts shall either consist of Volute position listings, noteworthy articles, or insightful graphics.   -One-2 article, 2 visuals-3 visuals and a post or quote.   1. Research users, add potential connections, try to network, and track competitors. 2. Potentially develop ads to target specific individuals or groups. |
| 1:00pm-2:30pm | Instagram   1. Check for interactions, (comments, direct messages, likes). Strategically choose important ones to like or respond toward. 2. Check Instagram analytics through Hootsuite to verify the strategy plan is correct and working effectively. 3. Look through other users images to find relevant or inspirational ideas for photograph subject matter. 4. Initially post 2-3 times through the work week on Monday, Thursday or Friday, and if more content develops, posts may become more frequent. 5. Posts shall take place either at 2-3pm or 8-9pm. 6. Posts should primarily consist of company happenings (Office meetings, events, conferences, campuses of universities toured at, etc), inspirational typography, infographics, or photos of the product. 7. Research users, find out their interests, when they are active, how to appeal to them, track hashtags, and track competitors. |
| 2:30pm-4:00pm | Facebook   1. Check for interactions (comments, messages, likes). Strategically choose important ones to like or respond toward. 2. Check analytics through Facebook or Hootsuite to verify the strategy plan is correct and working effectively. 3. Research articles, and develop Facebook posts to be input into Hootsuite. 4. Initially one post will be posted each day through the work week but if more content is created, up to two posts may be done during the work week. 5. Text posts at 3pm. 6. Image or videos posted at 1pm.   -Try to post 2-3 visuals or more, 1 article, and possibly a quote.   1. Research users, find out their interests, when they are active, how to appeal to them track hashtags, and track competitors. 2. Potentially create Facebook promotions drive traffic to the Volute Facebook page. |
| 4:00pm-5:00pm | Catch Up   1. If a Volute YouTube video has been posted, use time to look at feedback and analytics from it. 2. Strategically comment and like. Additionally, comment and like on others videos that are relevant. 3. If a Volute Blog was posted, use time to look at feedback and strategically respond accordingly. 4. Finish material that was unable to be completed within the day’s timeframe. 5. This includes creating posts or statuses to Hootsuite, infographics, photos, videos, articles, researching material, interacting with users. 6. Research Trends, hashtags, important issues in the industry. 7. Begin the following days tasks. |