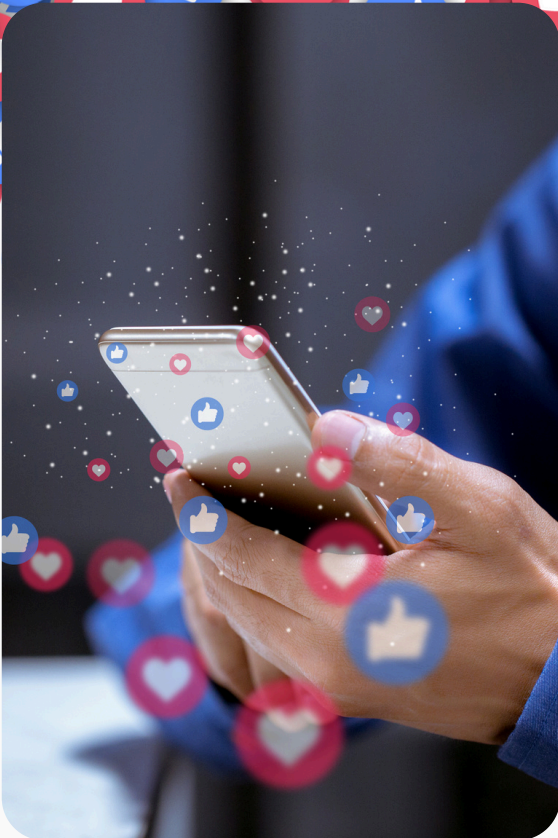
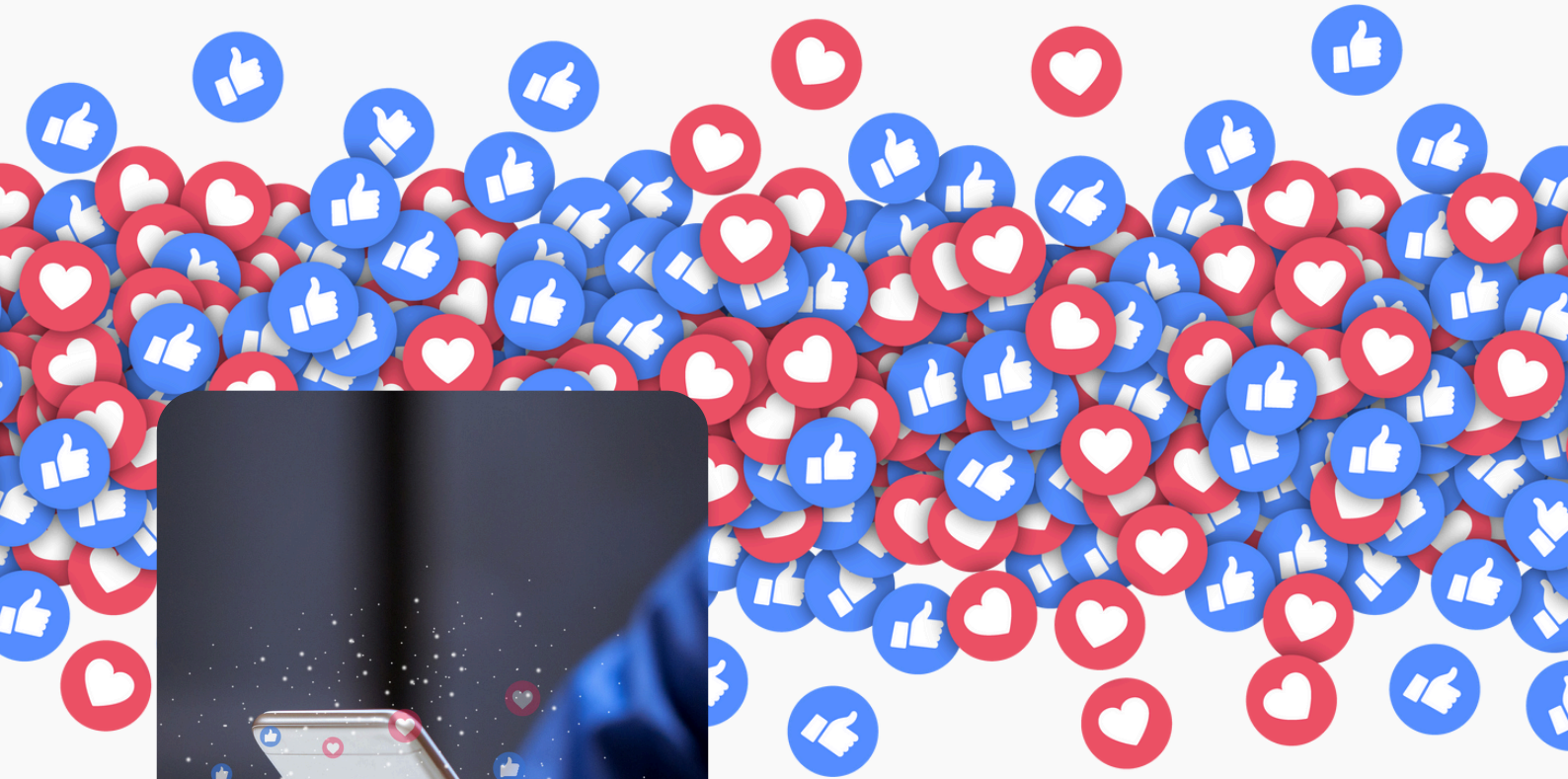


Your Guide to **SOCIAL MEDIA**



This Social Media Guide is designed to help you effectively leverage Instagram, Facebook, and Pinterest to enhance your online presence, engage with your audience, and achieve your marketing goals.

Instagram

Instagram is a powerful platform for visual storytelling, with over 1 billion monthly active users. It is ideal for brands looking to connect with a younger audience through engaging photos, videos, and stories.

Setting Up Your Page

- Choose a username that reflects your brand and is easy to remember.
- Craft a concise bio that highlights your brand's mission and includes a call-to-action (CTA) or link.
- Use a high-quality logo or image for your profile picture that represents your brand.

Content Strategy

- Utilize photos, videos, reels, and stories to showcase your products, services, and brand personality.
- Aim to post consistently, at least 3-5 times per week.
- Develop themes such as behind-the-scenes, user-generated content, product showcases, and educational posts.

Analytics

- Instagram Insights: Utilize Instagram Insights to track engagement, reach, and follower demographics.
- Key Metrics: Focus on metrics such as likes, comments, shares, saves, and follower growth.

Engagement

- Hashtags: Use relevant and popular hashtags to increase your reach. Aim for a mix of broad and niche hashtags. Social Media Today and Later recommend using around 10-11 hashtags.
- Interacting with Followers: Respond to comments and DMs promptly. Like and comment on posts from your followers and industry peers.
- Collaborations: Partner with influencers or other brands to reach a wider audience.



Facebook

With over 2.8 billion monthly active users, Facebook is a versatile platform that caters to a broad demographic. It's ideal for building a community and driving traffic to your website.

Setting Up Your Page

- Create a business page rather than a personal profile to access analytics and advertising tools.
- Complete all sections, including About, Contact, and Website.
- Use high-quality images for your profile picture, cover photo, and posts that align with your brand.

Content Strategy

- Include a mix of promotional and engaging content.
- Post at least 3-5 times per week.
- Develop themes such as industry news, behind-the-scenes, customer testimonials, and educational content.

Analytics

- Use Facebook Insights to monitor your page's performance.
- Focus on metrics such as reach, engagement, click-through rates, and conversions.

Engagement

- Create or participate in groups related to your industry to build a community.
- Respond to comments and messages promptly. Engage with your audience through polls, questions, and live sessions.
- Run contests and giveaways to increase engagement and attract new followers.



Pinterest

Pinterest is a visual discovery platform with over 400 million monthly active users. It is especially effective for driving traffic to your website and is popular among users looking for inspiration and ideas.

Setting Up Your Page

- Create a business account to access Pinterest Analytics and advertising tools.
- Fill out your profile with relevant information, including a keyword-rich bio.
- Use high-quality images that represent your brand.

Content Strategy

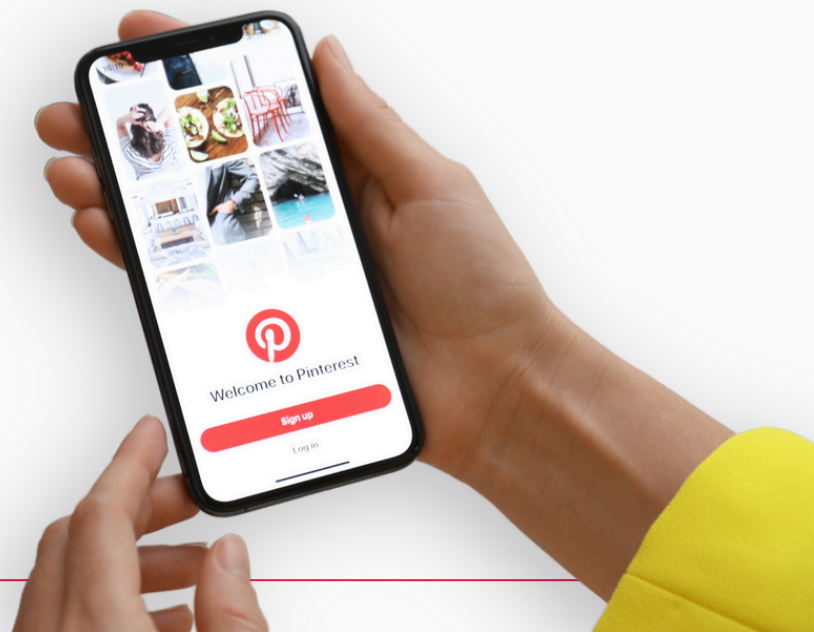
- Create and share pins that link back to your website. Focus on high-quality images and detailed descriptions.
- Pin consistently, aiming for at least 1 pin per day, and 1-2 repins per day.
- Develop themes such as how-to guides, infographics, product showcases, and seasonal content.

Engagement

- Use relevant keywords in your pin descriptions to improve discoverability.
- Engage with your audience by responding to comments and messages.
- Collaborate with other pinners and join group boards to expand your reach.

Analytics

- Use Pinterest Analytics to track your performance.
- Focus on metrics such as impressions, saves, clicks, and website traffic.



Best Practices

Our best practices across multiple social media platforms.

Consistent Branding

- Maintain a cohesive look and feel across all platforms, using consistent colors, fonts, and messaging.

Content Calendar

- Plan and schedule your posts in advance to ensure a steady stream of content.

Analyzing Performance

- Regularly review analytics to refine your strategies and improve performance.

Staying Updated

- Keep up with the latest trends and updates on each platform to stay ahead of the competition.



Paid Advertising

Paid advertising on social media platforms can significantly enhance your reach and engagement. Here are the best practices to maximize the effectiveness of your campaigns across Instagram, Facebook, and Pinterest.

Best Practices

- Determine your goals, whether it's brand awareness, website traffic, lead generation, or sales.
- Utilize advanced targeting options to reach specific demographics, interests, and behaviors.
- Continuously test different ad creatives, copy, and targeting options to identify what works best.
- Regularly analyze your ad performance and adjust strategies based on the data.
- Start with a small budget, analyze the results, and scale up based on performance.

Ad Content

- Ensure your images and videos are high-quality and visually appealing.
- Write compelling ad copy with a clear CTA.
- Use a mix of ad formats like photos and videos to see what resonates with your audience.

Analytics

- Monitor metrics such as click-through rate (CTR), conversion rate, cost per click (CPC), and return on ad spend (ROAS).
- Set up conversion tracking to measure the effectiveness of your ads in driving specific actions (e.g., purchases, sign-ups).
- Use the insights gained from your analytics to adjust your ad creatives, targeting, and strategies continuously.

Targeting

- Create custom audiences using your customer data or website traffic to retarget users.
- Reach new people similar to your existing customers.
- Use relevant keywords to enhance discoverability, especially on Pinterest.

Budgeting

- Define daily or lifetime budgets for your campaigns.
 - Choose between cost-per-click, cost-per-thousand-impressions, or cost-per-action based on your campaign goals.
 - Monitor cost per result and adjust your bids and budgets to optimize for the best performance.
-

Tools & Resources

Our favorite tools & resources for creating, scheduling, and analyzing social media content.

Design Tools:

- Use tools like **Canva**, **Capcut**, and **Adobe Spark** for creating visuals.

Scheduling Tools:

- Utilize scheduling tools like **Hootsuite**, **Buffer**, and **Later** to plan and automate your posts.

Analytics Tools:

- Employ tools such as **Google Analytics**, **Sprout Social**, and **HubSpot** for in-depth analysis.



Content Ideas

These content ideas, coupled with your seasonal content should help keep your social media channels thriving and engaging throughout the year!

January

- Setting Wellness Goals: Tips for effective goal-setting and sticking to them.
- Winter Tips/Tricks: Post seasonal tips related to your industry.
- Behind-the-Scenes: Show behind-the-scenes content of how your team is starting the year.
- Product Highlights: Showcase products that are perfect for the new year or winter season.

February

- Self-Care Checklist: Simple self-care routines to incorporate into daily life.
- User-Generated Content: Share customer stories or photos featuring your products.
- How-To Guides: Create tutorials or how-to posts related to your products.
- Seasonal Post: Share favorite products for the upcoming spring season.

March

- Spring Wellness Tips: Share tips related to focusing on wellness in spring.
- International Women's Day: Highlight inspiring women in your industry or share stories from your female team members.
- Product Launches: Introduce new products or services.
- Behind-the-Scenes: Show preparations for spring or upcoming launches.

April

- Spring Sales: Promote spring sales or discounts.
- Earth Day: Share eco-friendly tips or how your brand is committed to sustainability.
- Customer Spotlights: Feature customers using your products.
- Spring Challenges: Fun challenges to stay motivated.

Content Ideas Cont.

These content ideas, coupled with your seasonal content should help keep your social media channels thriving and engaging throughout the year!

May

- Healthy Morning Routines: Establishing routines that set a positive tone for the day.
- Spring Trends: Share a post utilizing a trend for spring.
- Tutorials: Create step-by-step guides related to your products.
- Employee Spotlights: Feature team members and their roles.

June

- Summer Readiness: Post tips for getting ready for summer (e.g., fitness, skincare).
- Seasonal Specials: Promote special deals.
- Customer Reviews: Share positive reviews and testimonials.
- Travel Tips: Provide tips for summer travel and vacation planning relating back to your industry (e.g., exercising for summer, sunscreen skincare, etc).

July

- Summer Sales: Announce summer sales or promotions.
- Mid-Year Wellness Check-In: Reviewing and adjusting wellness goals.
- Summer Must-Haves: Share summer must-haves.
- Product Demos: Create video demonstrations of your products.

August

- Back-to-School: Offer tips or promotions for back-to-school season.
- End-of-Summer Tips: Share tips for making the most of the end of summer.
- Behind-the-Scenes: Show preparations for the fall season.
- Customer Success Stories: Feature stories of customers achieving success with your products.

September

- Fall Trend Ideas: Share a post utilizing a trend for fall.
- Mood Boosters: Natural ways to enhance mood as the seasons change.
- Seasonal Recipes: Post fall recipes or cooking tips.
- New Product Teasers: Tease upcoming product launches for the fall.

Content Ideas Cont.

These content ideas, coupled with your seasonal content should help keep your social media channels thriving and engaging throughout the year!

October

- Seasonal Content: Share seasonal-themed posts or promotions.
- Day in the Life: Share a day in the life of an employee.
- Highlight a Must-Have: Share your must-haves for going into the winter months.
- Customer Photos: Feature customer photos with your products.

November

- Interactive Post: Ask followers how they are spending their fall.
- Black Friday/Cyber Monday: Promote special deals and discounts.
- Gratitude Posts: Show appreciation for your customers and team.
- Preparing for Seasonal Changes: Adjusting wellness routines for colder weather.

December

- Gift Guides: Post gift ideas for the holiday season.
- Seasonal Content: Share seasonal-themed posts or promotions.
- Winter Self-Care Tips: Self-care practices to stay balanced during winter months.
- Year-End Reflection: Looking back on wellness achievements and setting new goals.

Consistently engaging your audience with relevant and timely content is essential for maintaining a strong presence in the wellness industry. By following these monthly content ideas, you can inspire, educate, and connect with your followers year-round. Remember, the key to successful social media marketing is to remain adaptable and responsive to the needs and interests of your audience, while promoting health and wellness.



Content Calendar

Planning a month-long content calendar can be overwhelming. Start by planning just a weeks worth of content! We've put together an example to help you get started.

| Monday | Tuesday | Wednesday | Thursday | Friday |
|------------|------------|------------|------------|------------|
| Post Idea: | Post Idea: | Post Idea: | Post Idea: | Post Idea: |
| Caption: | Caption: | Caption: | Caption: | Caption: |

| Monday | Tuesday | Wednesday | Thursday | Friday |
|------------|------------|------------|------------|------------|
| Post Idea: | Post Idea: | Post Idea: | Post Idea: | Post Idea: |
| Caption: | Caption: | Caption: | Caption: | Caption: |

| Monday | Tuesday | Wednesday | Thursday | Friday |
|------------|------------|------------|------------|------------|
| Post Idea: | Post Idea: | Post Idea: | Post Idea: | Post Idea: |
| Caption: | Caption: | Caption: | Caption: | Caption: |

AI GUIDED PROMPT

Simply fill in the details and paste the entire completed template into the AI generator to get your customized social media content!

Objective:

Generate engaging social media posts for a [wellness business] based on the provided information.

Guidelines:

1. Monthly Focus: Tailor the content to the specified month and its associated wellness theme.
2. Target Audience: Craft the message to resonate with the described target demographic.
3. Tone and Style: Follow the indicated tone and style (e.g., motivational, educational, casual).
4. Call to Action: Include a clear call to action as specified (e.g., visit a blog post, try a recipe).

Structure:

- Create two distinct social media posts per the filled-out template.
- Each post should be informative, engaging, and provide value to the audience.
- Aim to keep each post concise, ideally within 150-200 words.

Template to Fill Out:

- Month: [Insert Month]
- Topic Focus: [Insert Topic Focus]
- Target Audience: [Describe Target Audience]
- Tone and Style: [Describe Tone and Style]
- Call to Action: [Describe Desired Call to Action]

Happy Creating!

We hope this guide helps you navigate the world of social media marketing.

Remember, the key to success is consistency, engagement, and continuous learning.



Follow us on
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