

SOCIAL MEDIA
SCHEDULE & CHECKLIST

by Beth G. Harper

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HI DARLING,

I'm **Beth G. Harper**. I'm a **Business & Marketing Coach** for female entrepreneurs who want to create a seriously successful online business so they can live a freedom based lifestyle.

I'll be the first to tell you that I understand how overwhelming it can be to get all the nuts and bolts in place for your online business. As I got started, one of the first things I noticed was how confusing social media was for entrepreneurs. They understood the importance of being online but they didn't know how to leverage their social media presence.

You're here because you understand that it's time to shine online! I can't wait to help you create a seriously successful online business thanks to the power of social media!

Not long ago, I quit my 9-5 and wound up working as an Assistant and eventually the Head of Creative of a top-coaching company in the industry. This was my first taste of living the life of freedom I craved. I could finally travel while I worked and could make my own schedule. During that time, I learned what it really took to create over a million in sales within 18 months of starting an online business. I soaked in everything I could, and when the time was right, leapt into getting serious about my own business.

It's my mission to help you get the systems in place that will help you create your very own seriously successful online business. The **Social Media Schedule & Checklist** workbook is full of valuable content to help you get visible online and attract ideal clients who are currently searching to work with someone like you.

Your potential clients are out there waiting to hear all about the amazing content you have to share with them and, don't forget, the programs you've designed with them in mind.

Use this training to help you get started off on the right foot and as the launchpad to an impeccable social media strategy.

Lots of love,

Beth xo

P.S. Want access to even more free resources? [Click here](#) to subscribe to my newsletter for weekly inspiration, business tips, and complimentary trainings!



“SMART PHONES AND SOCIAL MEDIA
EXPAND OUR UNIVERSE. WE CAN CONNECT
WITH OTHERS OR COLLECT INFORMATION
EASIER AND FASTER THAN EVER.”

- Daniel Goleman

SCHEDULE

Entrepreneurs don't always understand the value and impact social media can have on their business, but you're here because you do and you're ready to get visible online! Regardless of whether your accounts are up and running or you're completely new to the social media world, you're in the right place. For now, dive right in and we'll look forward to seeing you all over the social media world very soon!

To help you start planning the amount of posts you need, you'll want to get started by creating a loose schedule.

Most of my clients and I first started out by posting once a day on both Facebook and Instagram. Now, I have the following schedule:

2-4 times a day on Facebook
1-2 times a day on Instagram

There's no perfect number. Each audiences responds differently, test this out for yours.

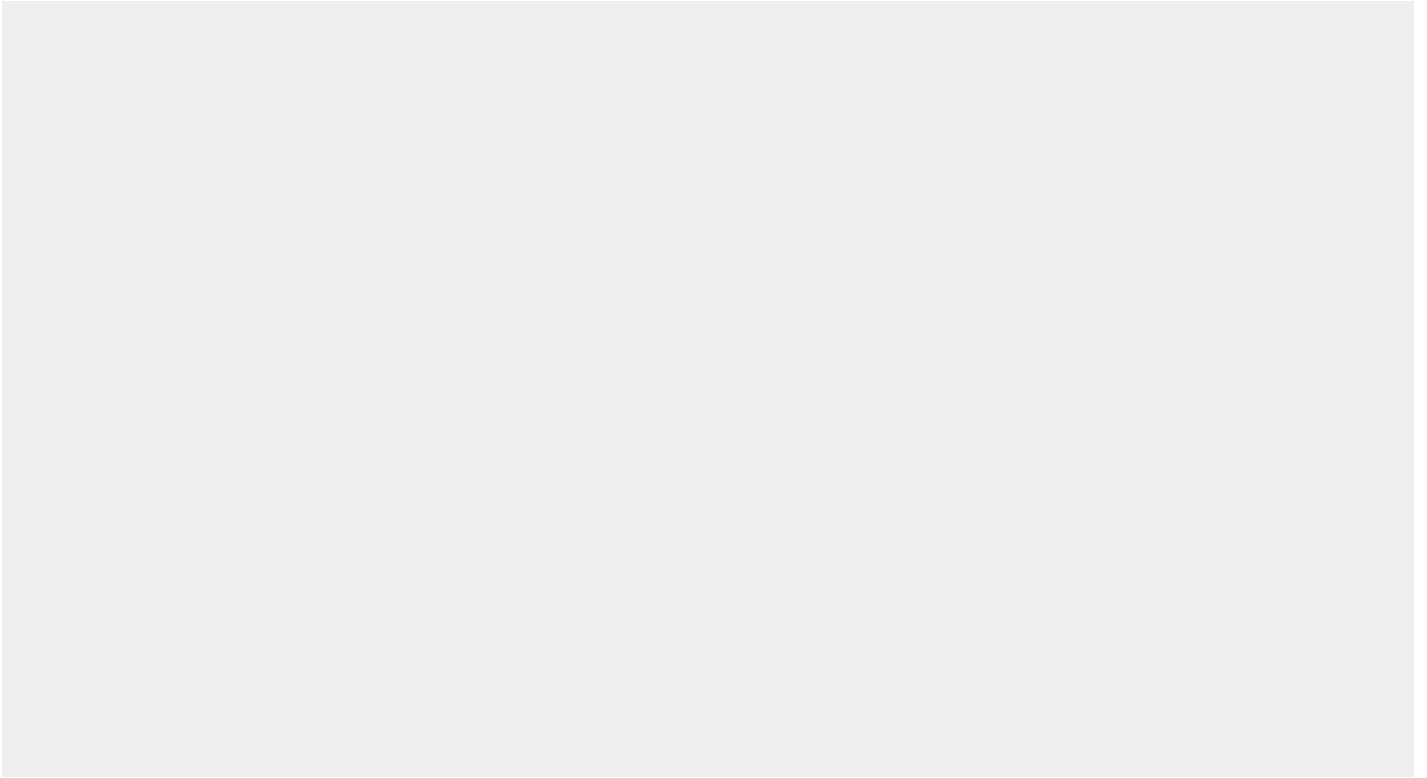
Gathering content can be time consuming. What helped me in terms of what content I needed to find was creating themes for each day of the week. For examples...Monday was Motivational Mondays, Tuesday was Testimonial Tuesday, Wednesday was Wanderlust Wednesday, etc. Pick some themes that go with your brand and the kind of content you'd like to share with your audience.

As soon as you've gathered all your images, articles, quotes, videos, etc. that you want to share on social media, you're ready to input all your content into a time saving scheduling tool. Thank goodness for scheduling tools, they make life so much easier! Once scheduled, your content is ready to go out into the world and inspire your followers - so use that as motivation during this time.

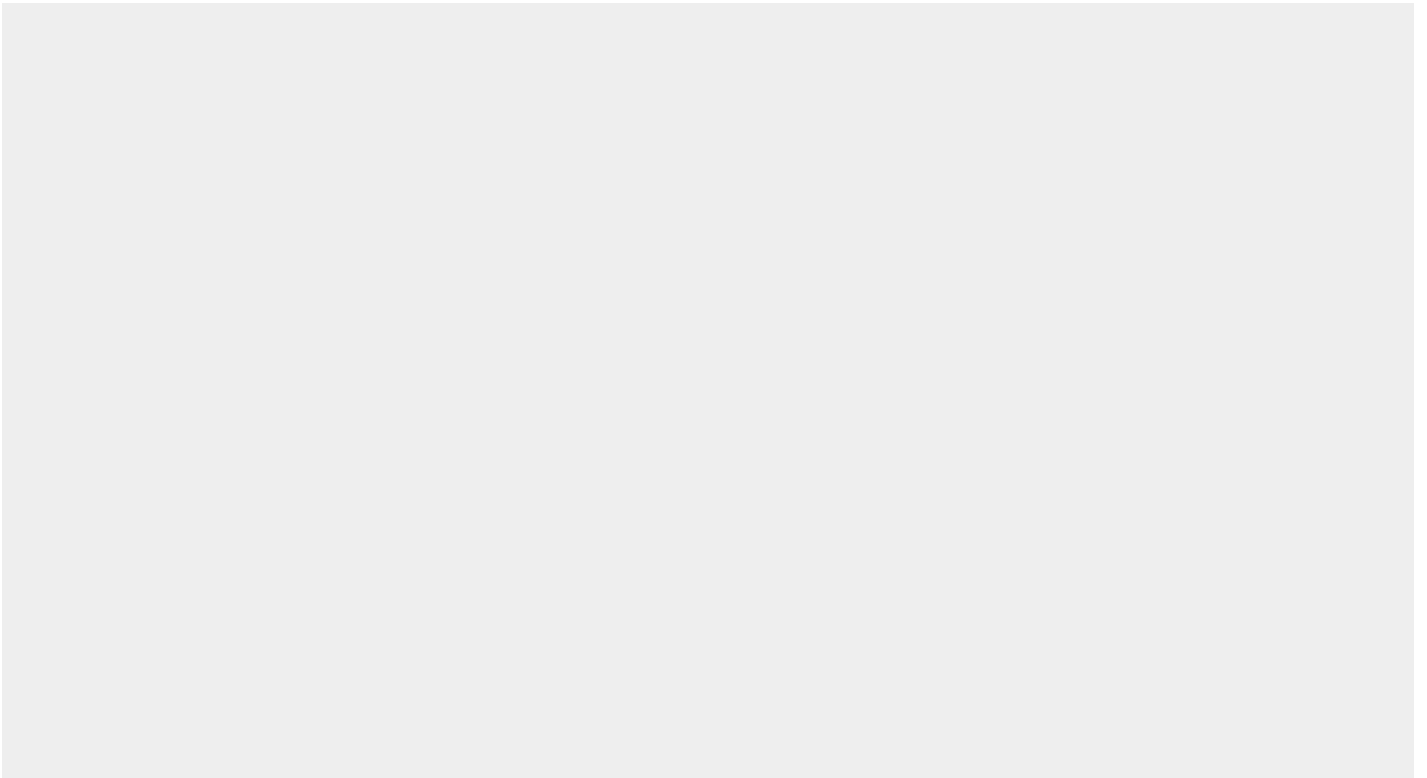
Here are a few tools to make this scheduling and social media process in general a bit easier:

Buffer (<https://buffer.com/>)
Hootsuite (<https://hootsuite.com/>)
Meet Edgar (<http://meet Edgar.com/>)
Grum (<http://grum.co/>)
ScheduGram (<http://scheduGram.am/>)

How many times a day will you commit to posting on Facebook?

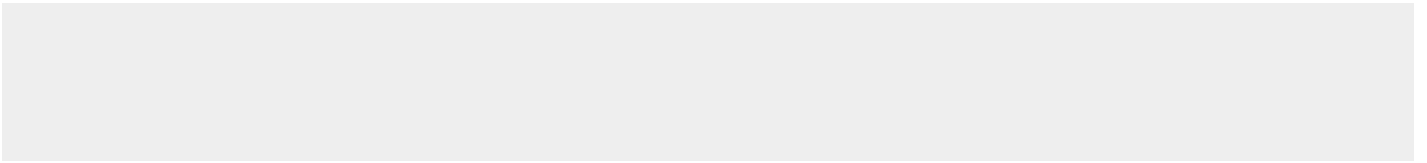


How many times a day will you commit to posting on Instagram?

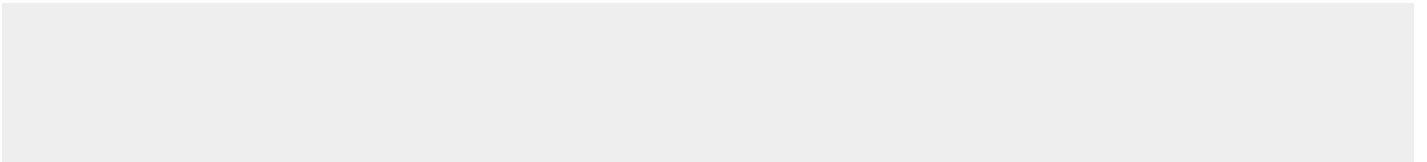


Plan your weekly social media schedule below.

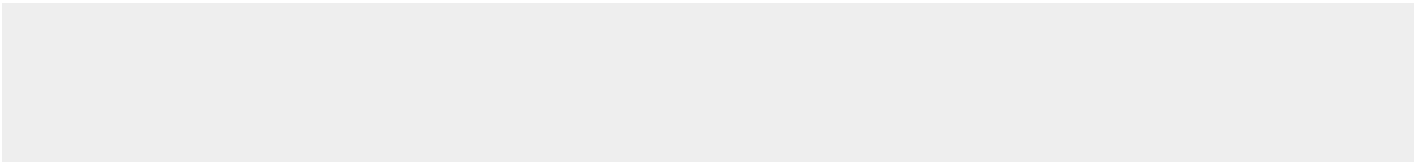
Sunday



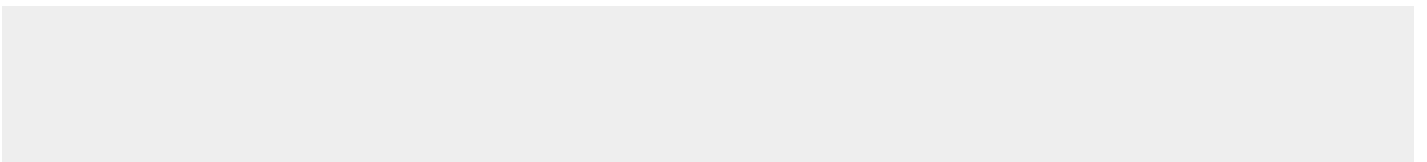
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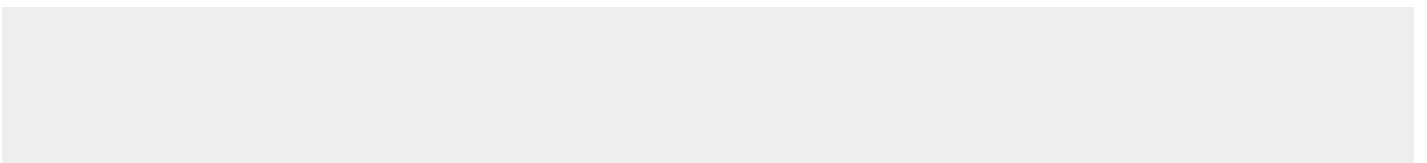
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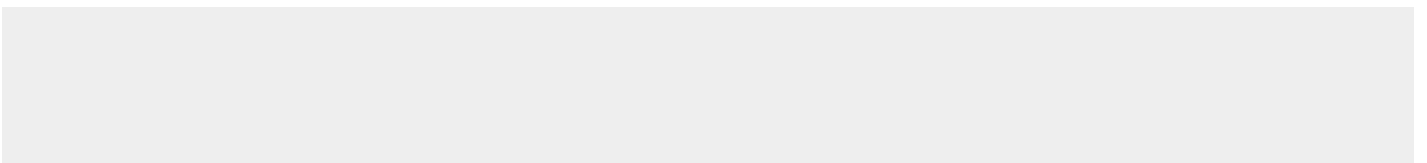
Wednesday



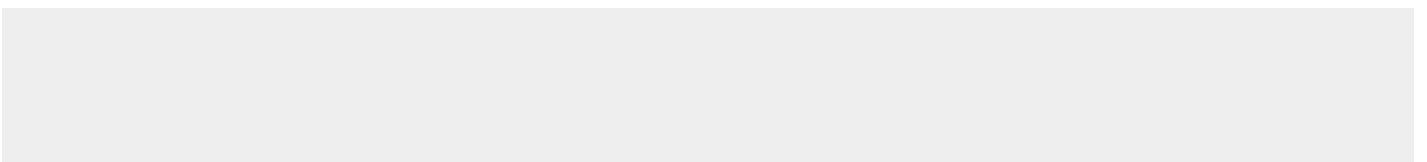
Thursday



Friday



Saturday



CHECKLIST

Use this checklist when gathering content for social media to make sure you remain consistent:

- Is this on brand?
- Will my ideal client/followers love this?
- Is this article/quote/etc. full of value?
- Does this photo fit in my feed?
- How does it fit in with the rest of my content?
- Does this post look beautiful/captivating on its own?
- Do the colors of this picture go with my brand?
- Does this picture help set the tone/style of my brand?
- Does the picture edit match my brand?
- Is the post as a whole formatted properly?
- Are the links working?
- Is it scheduled to go out on the right day and time?
- Am I crediting anyone who deserves credit?
- Is the copy on my post captivating?
- Am I encouraging my followers to engage me with?
- Does my copy make sense?
- Are there any typos?

“SOCIAL MEDIA IS CHANGING OUR
ABILITY TO REACH THOSE WHO USED
TO BE UNREACHABLE.”

- Beth G. Harper