

Social Media Marketing Plan

You have just been hired as a social media marketing specialist for Buhi Supply Co. As a part of your first task, you are required to help your team create the social media marketing strategy for the company. A ***social media marketing strategy*** outlines the strategies and tactics for how a company will incorporate social media into its business. You are asked by your manager to complete the below steps and present your social media marketing plan to the team by the end of the month.

Step 1: Identify Your Target Market and Create Personas

The first step in your social media marketing strategy should be to ***identify your target market***. Conduct research within the Mimic Social simulation, online or refer to Chapters 4-10 and gather this information by analyzing the audience insights section of the company's social media platform. You may not be able to collect all of the information **Write 2 – 3 paragraphs summarizing your target market. Be sure to cite your sources at the end of this document.**

Buhi's target market consists of consumers part of the Millennial and Z generations, specifically adult Gen Z, and younger Millennials aged on average 20 to 30 years old. Buhi has a mixed target market in terms of gender, with both male and female customers represented. In this target market, individuals will have completed high school, and most are currently in or have completed collegiate-level education, many are young professionals starting their career journeys. These young adults making up the target market are most engaged with Buhi's Instagram and TikTok social channels. This is consistent with the demographic with 76% of United States young adults saying they spend their time on Instagram and 68% spending time on TikTok, when online and using social media.

The individuals within this market are interested in living active lifestyles, enjoying outdoor activities such as hiking, backpacking, and running. Many are also active indoors participating in yoga, Pilates, and other fitness classes. They also have an interest in travel and exploration, whether near or far. They look for clothes and accessories that match their personal style, while staying "in-style" with what is currently popular. These individuals value social and political issues such as sustainability and equal rights movements. They believe that a company should take a stand in these conversations and will associate or disassociate with a company depending on their stances on these issues.

When looking for products, individuals in this market look for stylish yet practical items that will fit their overall appearance while still meeting their needs. Many also look for items that can serve multiple purposes. Young adults tend to be fiscally responsible with their limited budget, so items that can be used for several occasions or purposes and are affordable peak their interests. With this, they will likely shop out of necessity, meaning that what is bringing them to Buhi is specific. They need a bag to keep organized for work or school; they need a functional duffel for a gym bag and to travel with, etc. It should be kept in mind that they still have high value for style and will spend more on in-trend items. Members of this market will likely be purchasing online, 54% of Millennials and over 50% of Gen Z shop do their shopping online and expect a seamless experience on whatever platform they are purchasing on. It is also likely that, if given the option, they will utilize a "buy now, pay later" service such as Afterpay.

Collect information about your target market with a variety of demographic, interest, and behavior data, including but not limited to:

- Age
- Behaviors
- Company
- Company size
- Education
- Family life
- Gender
- Goals
- Hobbies
- How they purchase
- Income
- Interests
- Job title
- Location
- Most used social network
- Pain points
- Values
- Where time is spent online

Using the information above from your target marketing research, create 2 customer personas for your target market. A **customer persona** is a representation of a company's target market based on data collected from existing and target customers. Personas help companies understand the challenges customers face and guide social media marketing strategy.

You may use the below template or create your own. Refer to the persona examples presented in Chapter 3 of the textbook.

Persona Name: Raj	
Age: 21-28	Location: Urban areas
Gender: Male	Income: \$45-55k
Interests: News and politics, being active	Family: Single
Occupation: Business	Social networks: YouTube, Instagram, TikTok
Pain points: Needs a bag to stay organized in a fast-paced work environment.	Education: Completed high school, is pursuing, or has completed higher education.
Where and how they purchase: Will likely purchase online.	Values: Political and social issues, and companies taking a stance aligned with his own.
Bio: Raj is a young adult consumer looking for a bag to keep him organized and in-style as he enters a fast-paced life as a business professional. Raj enjoys staying up to date on news and political issues and values a company that is aligned with his beliefs and opinions. Raj also enjoys travel, though he typically travels for work. He uses YouTube, Instagram, and TikTok when spending time on social media and will likely make his purchases online. He needs an online shopping experience to be seamless to fit within his busy lifestyle.	

Persona Name: Sue	
Age: 26-35	Location: Urban and Suburban
Gender: Female	Income: \$65-75k
Occupation: Freelancer, allows for a flexible schedule	Family: Single
Interests: Travel	Social networks: Instagram, Facebook, Pinterest
Where and how they purchase: Will purchase both online and in-store.	Values: Independence, practicality, political and social issues.
Bio: Sue is a wanderlust young woman who values and enjoys her independent lifestyle. She wants to be able to see the world and do it on her own, in her own way. Sue is likely a freelancer of sorts as this position allows for her to have a flexible schedule for her to continue to travel as much as she wishes. As she is on the go so often, she likely lives in an area where her rent is inexpensive. She uses Instagram and Facebook often to connect with friends and family and looks for inspiration on Pinterest. She is coming to the market because she needs a practical and durable bag or piece of luggage to support her often travels. She is willing to purchase online or in-store for the right item.	

Step 2: Conduct a Social Media Audit

Next, conduct an audit of the company's social media accounts by filling out the table below. You may **skip** the account optimized column because we cannot see the audience-facing of the accounts on the simulation.

*To calculate the average columns, go into the analytics tab on the Mimic Social simulation, add up the total number of engagements each month divided by the total number of posts. For example, if the engagement for the month is 550,000 and you are posting twice a day, the equation would be $550,000 / \text{total number of days in that month} / 2$ (number of posts per day). ***Please visit me during my weekly check-in sessions if you have questions on how to calculate the "avg." column figures.***

Site (Hyperlink to account)	Account optimized?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand?
Facebook	N/A	556,766	3x3/wk	88.06	483.08	N/A
Instagram	N/A	421,233	2x5/wk	956.93	1170.25	N/A
Twitter	N/A	50,251	12x5/wk	5.67	6.39	N/A
LinkedIn	N/A	N/A	N/A	N/A	N/A	N/A
Pinterest	N/A	20,241	9x5/wk	10.66	8.49	N/A
Snapchat	N/A	N/A	N/A	N/A	N/A	N/A
YouTube	N/A	1,105	1x2/wk	15	9.25	N/A
TikTok	N/A	227,466	2x4/wk	1,136.78	1,400.31	N/A

For Buhi, Instagram seems to be their top performing channel based on the content audit. It shows the highest average reach, engagement, and engagement rate out of their channels. This is likely because Instagram captures most of Buhi's target audience personas, with people from all age ranges, interests, and genders actively using Instagram. The posting consistency on Instagram is also likely contributing, with enough to make sure that there is content getting in front of their audiences but not too much to overwhelm. Buhi has many User generated videos speaking positively about their products, which shows that a lot of the customer testimony is of positive sentiment. They have also received several messages noting their appreciation and love for Buhi and their products. There are no apparent content gaps for Buhi's social media channels, it seems as though they are posting consistently on their active channels.

Conduct a Competitive Analysis

Next, conduct a **competitive analysis** of the company's top first and second competitors by filling out the tables below. ***When selecting competitors, try to pick organizations whose target audience, product line and price point for products is similar to Buhi's.***

You may not be able to find all of the metrics within the table for each social media site. For example, Pinterest does not report reach statistics. Do the best you can to fill out the table.

The account optimized criteria (column 1) includes the following checklist:

- ☐ Each section of the social media profile filled out completely.
- ☐ Updated cover photos and profile pictures.
- ☐ Usernames, profile photos, and cover photos are consistent across all networks.
- ☐ Filled in the company bio and about sections.
- ☐ Added the company website URL and links to other social media networks.
- ☐ Included relevant industry keywords.
- ☐ Used relevant hashtags.
- ☐ Added business locations.
- ☐ Ensured brand guidelines are being followed.

Competitor #1 BÉIS

Site (Hyperlink to account)	Account optimized?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand?
Facebook	Yes	69,000 63,000 likes	21x/Month ~5.25x/wk	118.29	N/A	Yes
Instagram	Yes	860,000	39x/moth ~1.3x/day	7,777.23	N/A	Yes
Twitter	No	4,050	0x/day since 04/2019	0	0	Yes
LinkedIn	Yes	1,717	~3x/month (in September)	15.33	N/A	Yes
Pinterest	Yes	3,337	~40x/month Can't see dates, inferred based on content on other channels	N/A	N/A	Yes
Snapchat	N/A	N/A	N/A	N/A	N/A	N/A
YouTube	Yes	22,100	34x/mo	13.94	521	Yes
TikTok	Yes	346,000	29x/mo ~1x/day	2,985	37,825.28	Yes

For BÉIS it seems as though their highest and best performing channel is on Instagram. I would assume for similar reasons as Buhi, most of the market for BÉIS are active Instagram users. It could also be due to

the celebrity aspect of this brand and the viral nature of their product and its original launch. Similarly, TikTok has a high average reach for BÉIS, for the same reason of virality and celebrity as on Instagram. The LinkedIn and Twitter accounts could be more active for this brand, but not necessary for filling out their content library. With the brand being focused on product they might not have different or effective content for these platforms. Many customers post about their love for BÉIS products, and it seems as though the quality of the products is top-notch. Despite this, it can be seen in the comment sections (especially Facebook) that the BÉIS customer service team is very unhelpful/non-existent. Many customers have voiced their distaste for the brand overall because of their negative experience with customer service. From the comments left on their channels regarding shipping/questions about products it seems as though they are lacking effective social community management. Their account has not publicly reacted to or responded to any of these comments recently.



High performers on Instagram and TikTok (Screenshots 1&2).

Competitor #2 JANSSPORT

Site (Hyperlink to account)	Account optimized?	Number of followers	Posting frequency	Avg. engagement per post	Avg. reach per post	Are posts on brand?
Facebook	Yes	1,500,000	0	0	0	N/A
Instagram	Yes	252,000	18x/month	1996.39	N/A	yes
Twitter	No	20,500	0	0	0	N/A
LinkedIn	Yes	5,713	4x/mo	70.75	N/A	Yes
Pinterest	Yes	19,400	22x/mo	N/A	N/A	Yes
Snapchat	N/A	N/A	N/A	N/A	N/A	N/A
YouTube	Yes	17900	0	0	0	N/A
TikTok	Yes	87,500	9x/mo	1668.86	41616.14	Yes

Jansport's highest performing channel is Instagram, this also where they are posting the most consistently which is likely a determining factor. Similarly, their target demographic is likely more active on Instagram than other channels. Pinterest also has a high posting frequency, and it can be assumed that they are receiving impressive engagements on that channel as well because of their on-brand content. An area for improvement for Jansport would definitely be to capitalize on their massive Facebook following, this is similar to Instagram, much of their target audience would be able to be reached on this channel. They could also take a page from the BÉIS book and capitalize on their YouTube following by implementing Shorts into their content schedule. Based on customer comments on

Instagram, people love their Jansport bags, and tend to be brand loyal when choosing a backpack. People have also begun to notice that Jansport is no longer using cashmere, and this is receiving positive feedback from customers. The one negative that they are receiving is that their options for items (such as fanny packs) have decreased, and there is only one style of some items available. The Jansport account has not publicly reached out to any of the positive or negative comments on their posts.



First two are high performers from Instagram, third is a high performer on TikTok (two most used channels).

Create a SWOT Analysis

SWOT analysis of the company's social media accounts by filling out the table below. Note that strengths and weaknesses are internal, and opportunities and threats are external. The sample SWOT analysis in the textbook should serve as a guide.

<p>Strengths:</p> <ul style="list-style-type: none"> Buhi has a strong Instagram and Facebook following, helping drive brand awareness to most of their target market Buhi is very responsive to customer questions and feedback. Buhi has a lot of user generated content from brand-lovers. Buhi's content is consistently on-brand across all social channels. Buhi shows a strong engagement rate on TikTok, which is traditionally lower for brand accounts. Buhi's Pinterest account has incredible engagement rates, despite having low reach. 	<p>Opportunities:</p> <ul style="list-style-type: none"> Buhi can use YouTube shorts to build their YouTube following and gain a larger audience. Continuing to engage with customers user generated content to prove the validity of their products. Social media advertising on Pinterest and Instagram will reach a majority of Buhi's target audiences. Partnerships with influencers will allow for Buhi to gain product virality across social channels. Introduce in-platform shopping for a seamless experience, valued by a majority of their target audience.
<p>Weaknesses:</p> <ul style="list-style-type: none"> Buhi has a weak YouTube following. Buhi has low reach on Facebook despite it being their largest following. Buhi also has low post reach on Instagram, despite a large following. 	<p>Threats:</p> <ul style="list-style-type: none"> Competitors such as BEIS with a celebrity attachment are naturally prone to more reach and engagement on social media.

<ul style="list-style-type: none"> • Buhi might be overloading their followers, with multiple posts per day across many platforms. 	<ul style="list-style-type: none"> • Competitors like Jansport are offering multiple colorways and styles of similar items at a lower cost than Buhi. • Meta advertising has become limited as they have fallen victim to controversy over harvesting consumer data. • Buhi only offers one type of product, meaning that consumers only go to them when they need a bag. And with reliable products there is not a surplus of customers returning often.
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Step 3: Establish Goals, Objectives and Metrics

Next, establish at least three social-media goals, objectives, and metrics by filling out the table below. Use the material in chapter 3 as a reference for how to write goals, SMART objectives and metrics.

Goals	SMART Objectives	Metrics
<ol style="list-style-type: none"> 1. Gain a larger following on YouTube. 2. Have higher reach on Instagram posts. 3. Generate more engagement on Facebook. 	<ol style="list-style-type: none"> 1. Grow YouTube subscribers to 2,500 within one year. 2. Have an average reach per post of 2,750 accounts within one year. 3. Have an average engagement per post of 250 within one year. 	<ol style="list-style-type: none"> 1. This will be measured by looking at the total amount of subscribers. 2. Measured by the average reach per post metric. 3. Measured by the average engagement per post metric.

Step 4: Determine Resources, Roles and Responsibilities

Using the information in chapter 3, determine the available or suggested resources in order to meet the goals, objectives, and metrics identified above. Define roles and responsibilities for each of the team members. For example, if you were completing this step for a small local ice cream shop, they may only need a small budget with one social media manager reporting to the owner. That one social media manager would be responsible for creating the posts, publishing the posts, responding to comments or customer inquiries, reporting, placing social media ads, and more. If you were completing this step for a large corporation, they may need a large social media team with a sizable budget.

Support your responses to the items below with as much detail as possible to justify your decisions regarding budget, personnel and roles/responsibilities.

Estimated budget:

\$260,000/year for paid advertisements

\$4,788/year for Professional Sprout Social subscription

\$300/year for Canva Pro for Teams

\$1,019/year for Adobe Creative Cloud Subscription

\$380,000/year for employee salaries

\$600/year for miscellaneous purchases for content creation

\$900, one time for the purchase of a DSLR camera to be shared with the team for content creation.

\$9,000/year for employee phone bill reimbursement.

\$175,000/year for influencer partnerships

\$50,000/year for surprise and delight to social media fans

\$5,000 one time for computers for all team members

\$75,000/year for a freelance budget for video production

Total budget (including one-time expenses): \$971,607

Rough yearly budget (excluding one-time expenses): \$965,707

Required personnel:

One person in each of the following roles:

1. Social media strategy manager (\$110,000/year)
2. Organic social program manger (\$75,000/year)
3. Paid social program manager (\$75,000/year)
4. Social video program manager (\$85,000/year)
5. Social media coordinator (\$45,000/year)

Roles and responsibilities for each:

1. Social Media Marketing and Strategy Manager
 - a. This role will be the supervisor of the rest of the social media team. Focusing more on team analytics and insights from each channel for both paid and organic content. This position will lead the team in budget planning, analyzing metrics and spending from the previous fiscal year. They will also focus on creating and maintaining the target audience profiles, developed from analyzing audience insights for all used channels. This role will also be responsible for “okaying” all content being posted both organically and paid. In a nutshell, this role will be responsible for leading the social media team, creating and allocating the yearly budget, maintaining customer profiles, and verifying all content.

2. Organic Social Program Manager
 - a. This role will have the responsibility of creating and posting content organically across all company used social channels. By analyzing trends and taking larger business goals into consideration they will curate ideas for content each week across all social platforms. They will also be responsible for channel reporting, gathering analytics regularly to examine what is working, what is not working, and opportunities for improvement. They will lead the team in any strategies for a campaign that involves organic social.
3. Paid Social Program Manager
 - a. Similar to the Organic Social Program Manager, this role will be in charge of paid social advertisements across all paid channels. They will lead in creating ad campaigns and will collaborate with the strategy manager in planning the length, optimizations, creative, and spending for each ad campaign on the various channels. This position will oversee influencer partnerships, should they deem them necessary, as well. They will work with the legal team to develop contract offers to social media specific influencers that will help achieve brand goals through sponsored content. This position will also be responsible for reporting on key analytics for each ad campaign such as CTR, CPC or CPL, etc. and using these insights to optimize running ads and build better ad campaigns in the future.
4. Social Video Program Manager
 - a. The Social Video Program Manager will be responsible for running channels where video is the main output. Channels in this example would include platforms such as TikTok and YouTube. This role is being separated from the other organic and paid programs because it requires a deeper level of video-editing experience to optimize for these video-based platforms. This role will be responsible for the organic and paid strategy on these channels in collaboration with the Social Media Strategy Manager. They will be responsible for creating and editing the content for these channels, with the option to utilize an external team or video agency if needed for more involved video projects. They will be responsible for reporting on both of these channels and using these metrics to optimize future ads and organic content.
5. Social Media Coordinator
 - a. This role will be supporting the various social program managers in all capacities. They will assist in content creation and publishing for organic and video channels. Along with assisting the paid social program manager in campaign building and acquiring creative resources. They will oversee community management, responding to mentions, messages, and comments across social channels. They will also oversee social listening, monitoring mentions of the brand across social media platforms, blogs, etc. This position will assist the Social Media Marketing and Strategy Manager with any other tasks as needed.

Step 5: Establish a Tone of Voice

A brand's tone of voice expresses the brand's personality. To establish a tone of voice, start by identifying the characteristics the brand should embody. Consider the brand's target market and answer following questions:

1. If the brand were a person, what would his/her personality be?

- Fun-loving, adventurous, professional and stylish, light-hearted, topically knowledgeable.
- 2. How would the brand speak with customers?
 - Thankful friendly way. They would answer questions honestly and in a friendly way.
- 3. See the brand from the customer's eyes: How would the customer describe the brand if it was a person?
 - Open and honest, willing to help, and light-hearted.
- 4. What is the brand's character: friendly, professional, warm, playful, casual, sarcastic, authoritative, or inspiring?
 - Buhi is friendly yet professional. They are witty and playful in a respectful manner.
- 5. What is the brand's purpose: to engage, educate, entertain, inform, sell, amplify, or delight?
 - Buhi's purpose is to delight and engage with customers over stylish and practical bags.
- 6. What is the brand's tone: personal, honest, direct, humble, or scientific?
 - They are personal and honest across all social channels to ensure that customers are having a positive and welcoming interaction.
- 7. What is the brand's language: complex, simple, fun, serious, or savvy?
 - Their language is simple so that the audience has a clear understanding of the message. When appropriate they are also fun to provide a human element and better engage with customers.

Buhi as a brand has a fun-loving, adventurous, professional, and stylish personality. They come off as topically knowledgeable yet light-hearted in their content across all channels. When speaking to consumers Buhi has a thankful and friendly tone, focused on truly showing the customer that they are important and that Buhi is grateful for their patronage and support. Buhi exists on social to assist customers with questions or concerns, entertain, and engage their audiences. Buhi wants all customers to feel welcome on their social channels. Buhi's content can be witty and sarcastic when appropriate, while still maintaining their friendly and professional personality. This ensures that audiences on social feel like they are engaging with a real person, and not a brand or robot pushing out content.

Across all channels and situations Buhi strives to use personal and honest language when interacting with customers. Furthermore, Buhi uses simple to understand language so that all audience members feel welcome and understand whatever message is being shared. In light-hearted and entertaining content, Buhi will show their sarcastic, witty, and fun-loving personality off; specifically on channels such as TikTok, Twitter, or Instagram where younger audiences will find the content. On channels such as Facebook, Buhi will use these aspects sparingly, as older audiences on Facebook will not engage as well compared to the younger users. Channels such as Pinterest will usually take a more serious tone, as this platform is usually not geared toward entertainment content.

In more serious conversations across all channels Buhi will remain honest, personable, and direct in their messaging. This could be a legitimate customer complaint comment or message or something along the lines of publishing a statement to social channels in response to a company crisis. By keeping a transparent, honest, and approachable tone in these messages and conversation, Buhi can ensure that their customers feel heard, respected, and that their concerns and feelings are being taken seriously.

Step 6: Platform Selection

Just because a brand may already be active on a social network does not mean it's the best network for its audience. Whether accounts have already been created or are yet to be created, businesses need to assess and select which networks their brands will be active on. Select and list the platforms for your company below. The platform list should include the platforms you are already using, whether you should continue on those platforms or not (based on your analytics and social media goals) and what additional platforms you may want to add to your social media marketing strategy. Explain your rationale for each platform listed below.

- Instagram:
 - Instagram has a high channel following with 421,000+ followers. Instagram also caters to a majority of Buhi's target audience demographics with an average user age of 18-34. Furthermore, Instagram drives high engagement rates across paid and organic efforts, averaging a 10.2% engagement rate in the last six weeks. Instagram is also a proven champion for conversions, with businesses garnering \$43.2 billion in ad revenue in 2022. Continuing the efforts already started on this channel will only increase the reach and engagement on this channel for Buhi, which in turn will generate more revenue.
- Pinterest:
 - Pinterest is a channel that is often counted out because of low reach numbers on posts. While Pinterest may not have a very high reach per post, it does have posts that have a "shelf-life" of several days or weeks as opposed to other channels whose posts have a "shelf-life" of maybe 2-3 days, but likely only several hours. Pinterest also has a high engagement and conversion rate despite its low reach. Achieving an engagement rate of 10.19% and conversion rate of 0.29% in the last six weeks, which is roughly the same compared to Instagram. Pinterest also caters to a majority female audience aged 25-34 years old, with an average household income of over \$100,000. This provides a wide opportunity for Buhi to continue to build relationships with this audience, driving more engagement and revenue.
- TikTok:
 - TikTok provides a unique opportunity for Buhi to test out new types of content and repost user and employee generated content. With the viral nature of TikTok's algorithm, it also allows for Buhi to have the chance to make a big splash. The average user on TikTok is in the 18-24 age demographic, allowing for Buhi to reach a potentially younger audience than on other channels like Facebook and Pinterest. TikTok is pacing similarly to Pinterest and Instagram with an engagement rate of 10% and a high conversion rate of 0.33%. TikTok will allow Buhi to continue to expand their audience while achieving high engagement and conversions at the same time.
- YouTube:
 - YouTube is a channel that hasn't been utilized to its maximum potential just yet, but I think that with YouTube's new addition of Shorts, Buhi has a similar opportunity to TikTok to post new types of video content and repost some user and employee generated videos. Shorts is a new feature to YouTube which is popular in countries outside of the U.S. so not only would this be a great opportunity for Buhi to expand their YouTube audience, but also their audience outside of the United States.
- Facebook:
 - Facebook has Buhi's largest social audience, which means that their brand awareness is high across the platform. Despite this, the engagement and reach per organic post is

very low in comparison to their audience's size. This means that there is a lot of room to grow Buhi on this channel, by creating more engaging content for users they can expand their reach and engagement per post and create more meaningful interactions with this audience. Further, Facebook has great capabilities for advertising in terms of campaign goals and audience targeting. This alone is worth Buhi continuing efforts on this channel because an investment in social ads on this channel will lead to high conversions, reach, engagement, and overall revenue.

Step 7: Create a Distribution and Content Strategy

Read chapter 3, section 9 before you complete this step. The social media **distribution strategy** determines the network and frequency of posts, as well as the types of content that will be published on each network. A social media **content strategy**, on the other hand, is the planning, development, and management of social media content. This includes the actual written posts and the types of content, such as videos, blogs, infographics, etc. that will be published on each platform.

Fill out the table below with the details of your distribution strategy. **This should reflect what you have learned in chapter 3 about distribution and content strategy.**

<p>Content Types:</p> <ul style="list-style-type: none"> • Photos • Videos • Testimonials • Stories • Blog article shares • Infographics 	<p>Post Frequency:</p> <ul style="list-style-type: none"> • Facebook: 4 posts/week • Instagram: 6 posts/week • TikTok: 1x/day, 4 days/week • Pinterest: 4x/day, 3 days/week • YouTube: 1x/day 3 days/week
<p>Content Mix (Daily or Weekly):</p> <ul style="list-style-type: none"> • Facebook (per week): • <i>Two stories, 1 photos, 1 post linking to a blog article.</i> • Instagram (per week): • <i>2 stories, 1 photos, 1 video, 1 testimonial or UGC video, 1 infographic or link to blog article.</i> • TikTok (per week): • <i>2 videos, 2 UGC shares.</i> • Pinterest (per day): • <i>3 photos and 1 infographic/link to blog.</i> • YouTube: • <i>1 long video, 2 shorts (videos or UGC testimonials)</i> 	<p>Optimal Days and Times to Post:</p> <ul style="list-style-type: none"> • Facebook: • <i>Best days: Monday-Thursday</i> • <i>Best Times: M/W(8a-1p), T(8a-2p), Th(8a-12p)</i> • Instagram: • <i>Best Days: Monday-Friday, *Wednesday</i> • <i>Best Times: (9a-4p).</i> • TikTok: • <i>Best days: Tuesday-Thursday</i> • <i>Best times: (10a-12p) (2-4p) (6:30-9:30p)</i> • Pinterest: • <i>Best days: Saturday and Sunday</i> • <i>Best times: (8p-11p)</i> • YouTube: • <i>Best days: Thursday-Saturday</i> • <i>Best Times Th/F(3-6p) Sat(9-11a)</i>

Step 8: Create a Social Media Content Calendar and Schedule Posts

Content calendar is submitted as an .xlsx in Canvas assignment folder.

References

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