

Social Media Content Planner



MAKING SOCIAL MEDIA EASY, FUN & ENJOYABLE!

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STRESS-FREE SOCIAL MEDIA PLANNING

As long as you're regularly present online, you'll be found by those who are looking for you, whether they discover you via your website, Instagram or Facebook page.

The more you plan your content, the easier it is to know what you're going to post and the easier it is to have things to post about. Most people waste precious time labouring over what to post rather than creating the actual post itself. Hint: it's all in the planning, which is where our 28 ideas for 28 days will come in super handy.

Enjoy!

Claire & Natasha

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Unless you come from a digital marketing background, for most celebrants and officiants social media can be stress-inducing, overwhelming and a downright pain in the butt. It can be time-consuming trying to figure out what to post on a regular basis, along with trying to keep up with posting anything at all.

Here at The Celebrants Collective we hate to see celebrants suffering unnecessarily with the ways that they use social media. It doesn't help that there is a lot of advice and information out there about how to use social media which really can add to the overwhelm, confusion and stress. We really don't like the idea that social media can be all-consuming and leave you feeling that if you're not on it all day, every day, you won't have a business. Seriously! Stop that thought already!

Our go-to rule of thumb is to have a gentle presence online, by enjoying creating the posts that you publish and not taking it too seriously. You don't need to become a slave to social media to get benefits from it. Okay?

TOP TIPS FOR SOCIAL MEDIA PLANNING

- Use a content planner like this to help you decide on what to post
- Use a social media scheduler like Later, Planoly or Tailwind to line up your ready-made posts which you can schedule to post on to different platforms on different days and times. This means you don't have to be thinking about or active on social media every single day but you can have a daily presence all the same!
- Remember who you're posting for and have them in mind when you create your posts.
- Don't forget that many people read posts without ever following, commenting or liking, so don't focus on likes, focus on posting authentic, useful and enjoyable content.

28 IDEAS FOR 28 DAYS

USE THESE POST IDEAS FOR YOUR SOCIAL MEDIA CONTENT.

DON'T FORGET, YOU DON'T HAVE TO POST EVERYDAY.

PICK AND CHOOSE IDEAS TO SUIT, & ADAPT AS YOU PLEASE!

WHEN YOU GET TO THE END, START AGAIN. SWITCH AROUND & MAKE TWEAKS TO THE CONTENT.

SUN	MON	TUE	WED	THU	FRI	SAT
INTRODUCE YOURSELF Especially if it's been a while!	FAVOURITE RITUAL POST Talk about your fave symbolic ritual and why.	ESSENTIALS PHOTO Share something you can't live without!	QUOTE POST Share your fave quote & explain why.	CEREMONY PROP Share a photo of a ceremony prop & explain what it is	LOVELY CLIENTS Talk about a couple & their wedding story.	YOUR WORKSPACE Take a photo of your workspace or office!
GRATITUDE POSTS Share what you're grateful for.	BUSINESS SPOTLIGHT Share 3 things you love about being a celebrant.	PAST EXPERIENCE Talk about your past work and how it helps you as a celebrant.	RESOURCE SPOTLIGHT Share a good wedding resource that might help.	ACTION PHOTO Everyone loves a photo of you in wedding action.	FAVOURITE SONG Share a favourite song and say why.	PHOTO FROM THE PAST Share a photo from your past. Explain its significance.
TOP TIP POST Share a top wedding tip.	VENUE POST Talk about your fave venue(s).	DID YOU KNOW...? Share ceremony facts and break myths.	WEDDING ALPHABET Start a weekly wedding glossary of useful info.	FLASHBACK POST Flashback to a wedding and share the story.	SUPPLIER POST Highlight a wedding colleague that you work with and say why!.	IN THE CLUB POST Talk about an association, group or collective that you belong to.
DESK POST Share a photo of your desk and talk about what you're working on.	A GOALS POST Share some personal or biz goals that you're hoping to achieve.	A THANK YOU POST Thank your followers for following you, or someone else deserving of praise.	THREE FACTS Post three awesome facts about yourself.	INSPIRATION POST Share a photo of something that's currently inspiring you.	RECENT BUY POST Share a photo of a purchase for your business.	INVESTMENT POST Share a story of how you've been investing in yourself & your biz.